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APRIL, 1952

the **American Perfumer**
 and **ESSENTIAL OIL REVIEW**
 COSMETICS · SOAPS · FLAVORS

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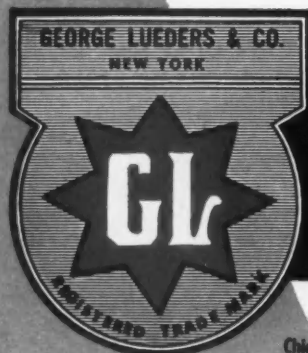
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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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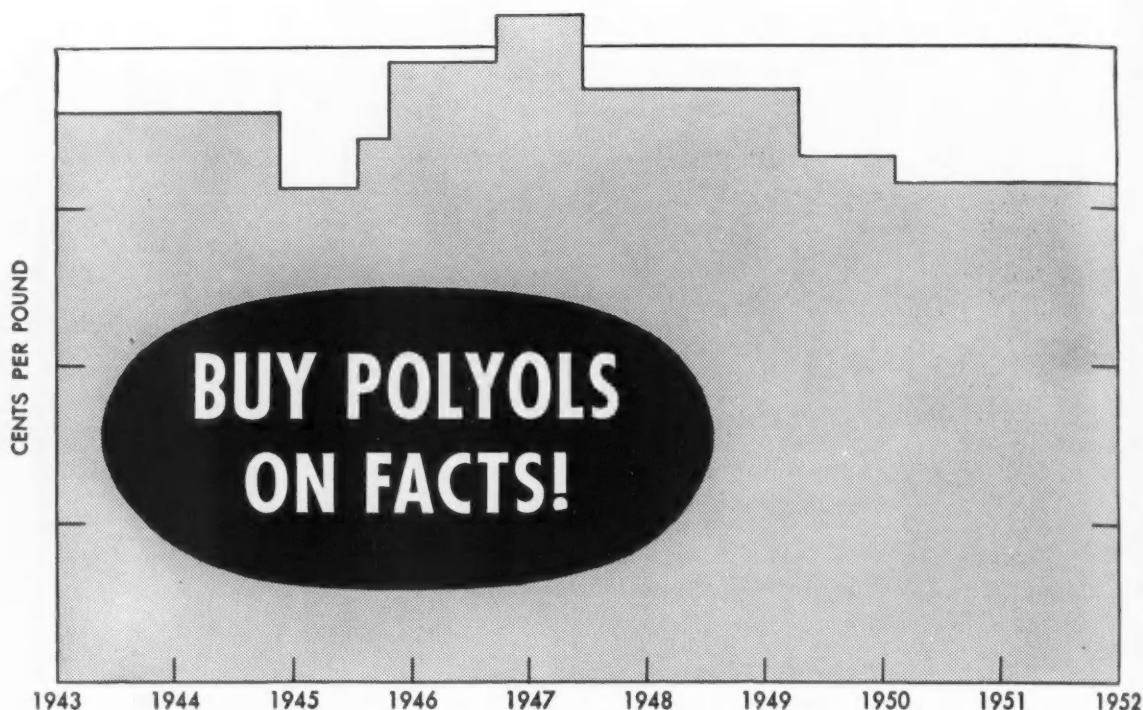
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& Essential Oil Review

April, 1952 249



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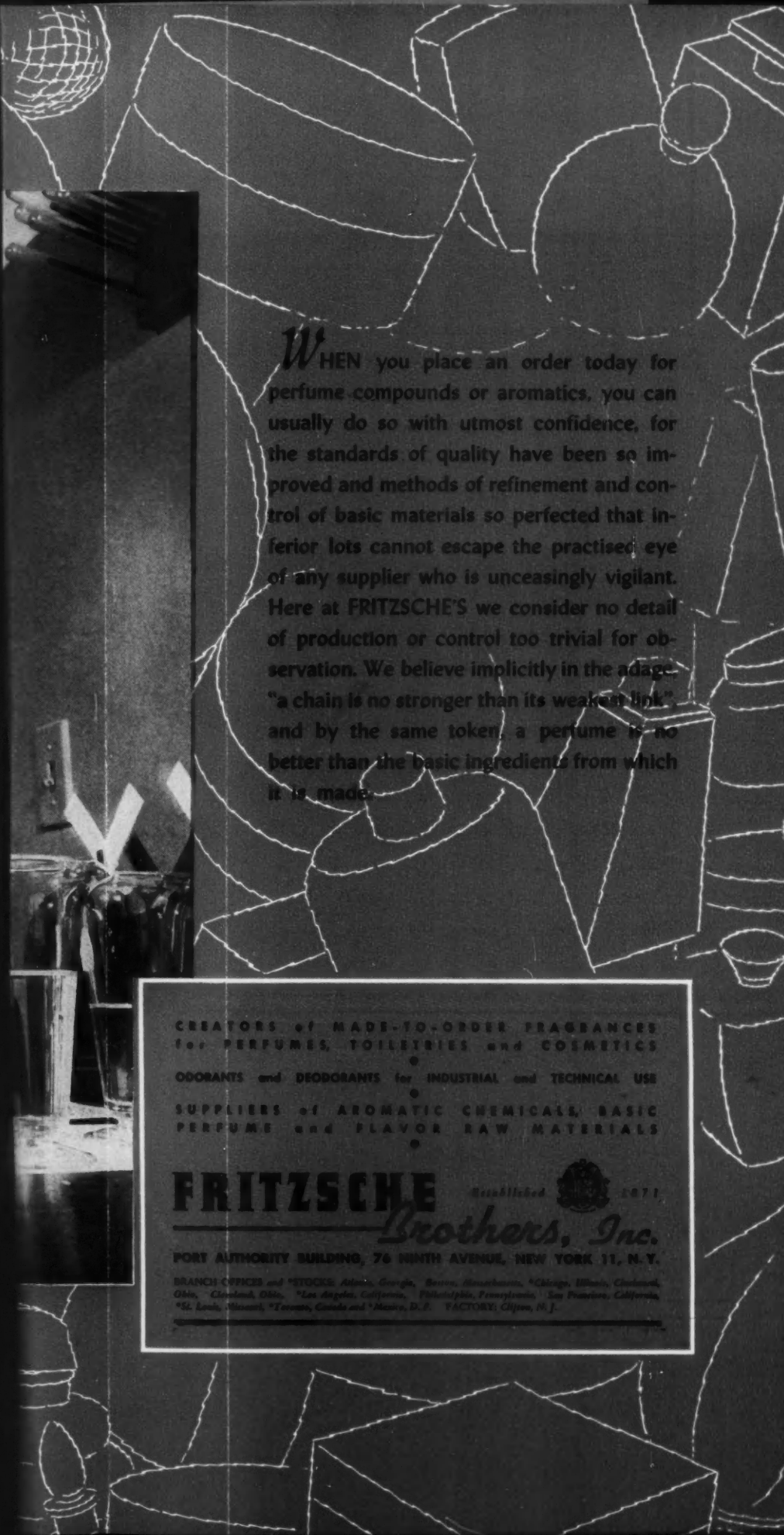
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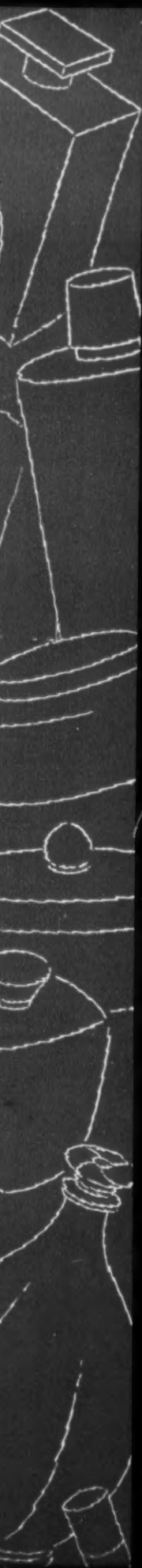
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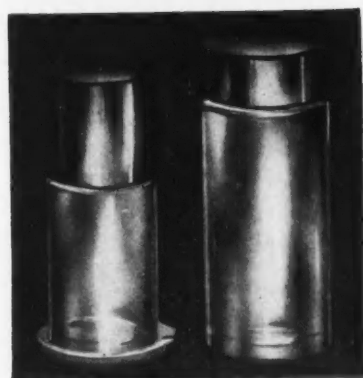


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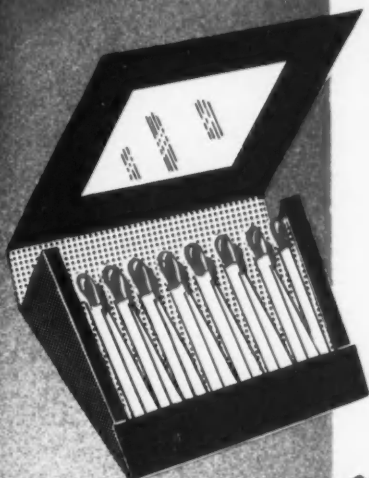
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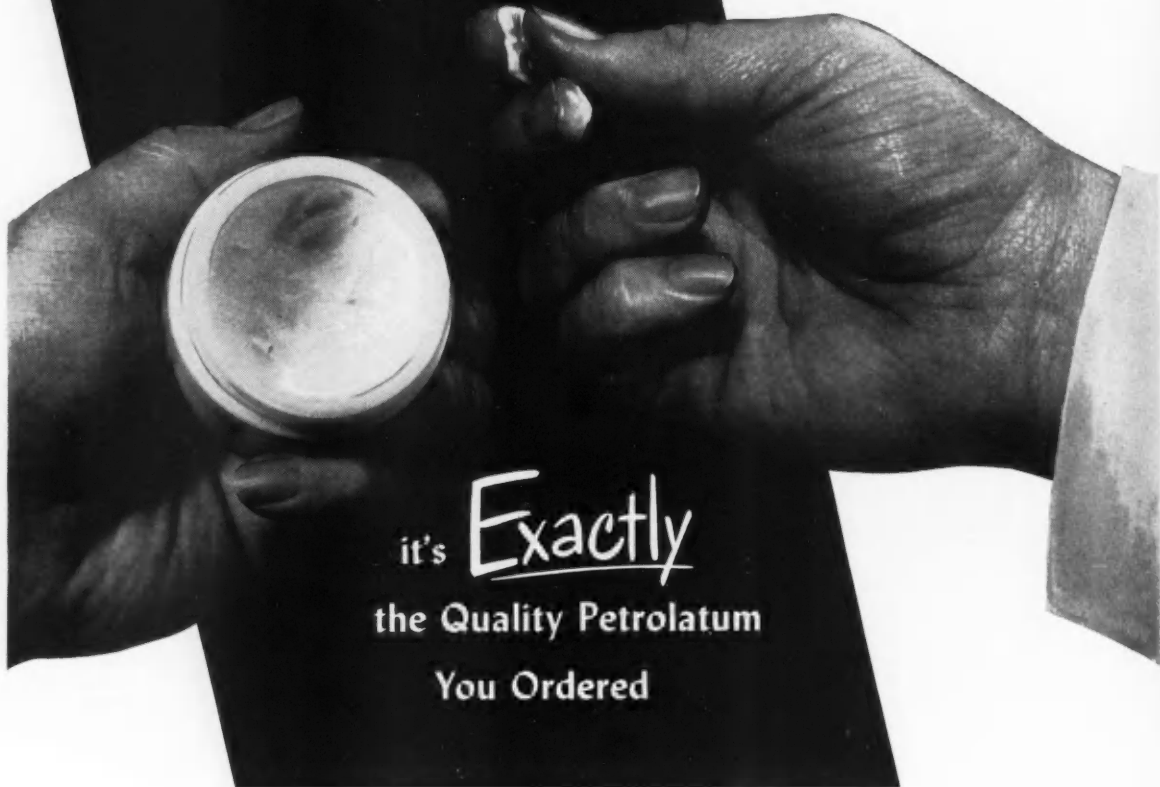
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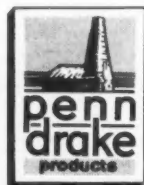
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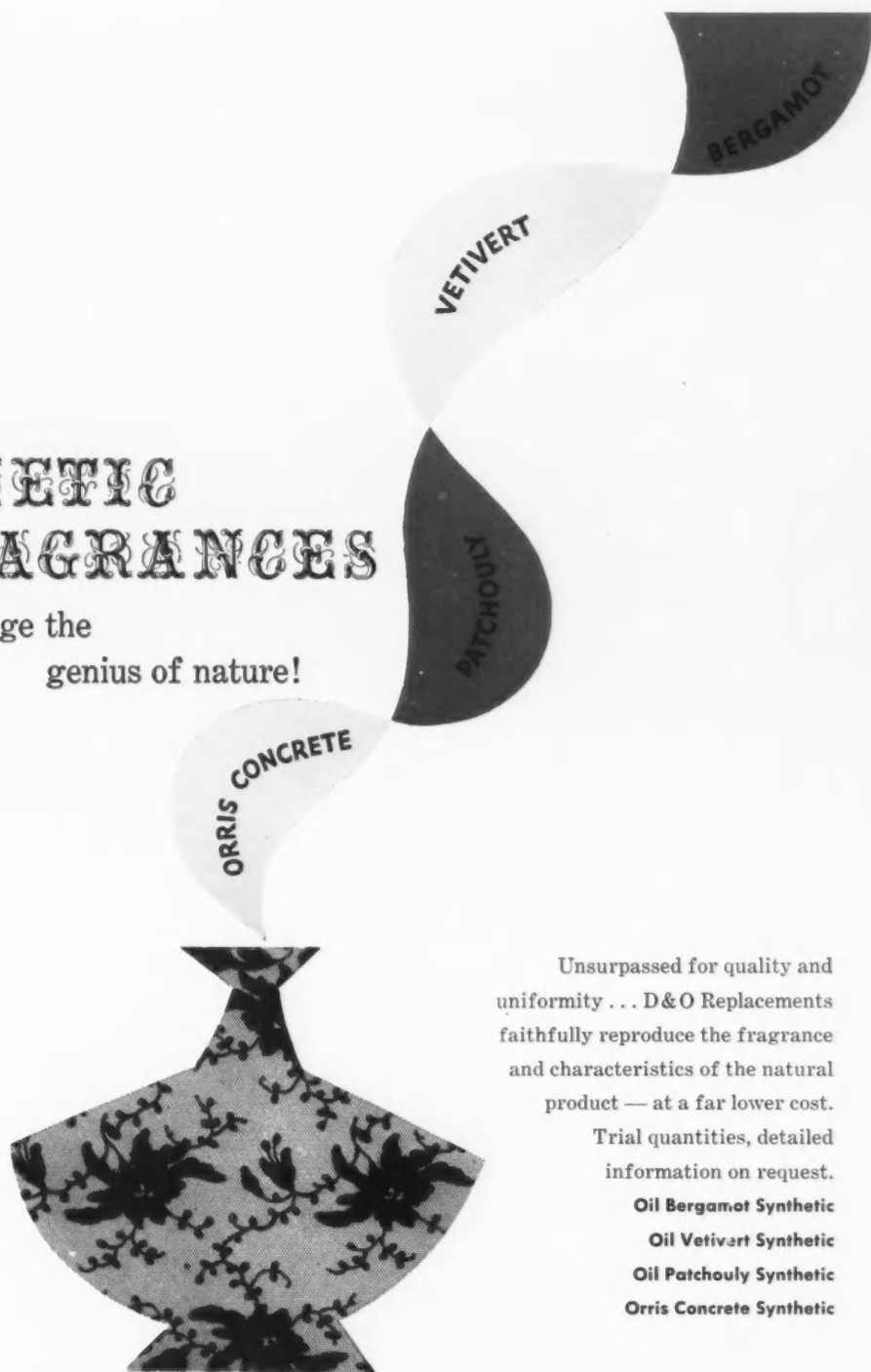
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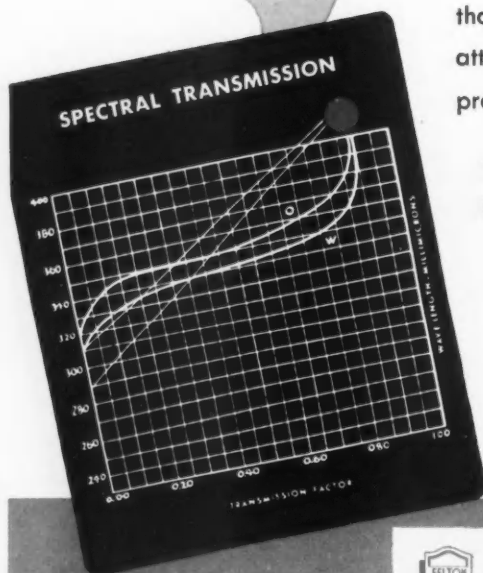
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Desiderata

by MAISON G. deNAVARRÉ, F.A.I.C.



M. G. deNavarre at work in his laboratory

Cera Emulsificans

We have had a number of inquiries on the composition of *Cera Emulsificans* as a result of the series of articles that have been running in THE AMERICAN PERFUMER over the name of my good friend, Freddy Wells.

Actually this type of wax had been tested on the United States market almost twenty years ago under the title of Lanette wax. For some reason or another, the product was withdrawn from the market by the sole supplier.

During this time the higher alcohols such as cetyl and stearyl alcohols came into wide range in the cosmetic and drug industry (as well as some others); numerous papers were published both of a highly scientific nature as those by Schulmann and Cockgain and others of a more practical nature that brought to the fore the valuable combined emulsifying properties of the free higher alcohols when mixed with sulfonated higher alcohols. This has resolved itself into a monograph on Cera Emulsificans in the British Pharmacopoeia. The product consists essentially of 90 grams of mixed cetyl-stearyl alcohols brought to a temperature of 95 deg. C. to which is added 10 grams of sodium lauryl sulfate; after mixing, 4 cc. of water is added and the temperature is brought to 115 deg. C. The mass is kept at this temperature until frothing ceases and the material is clear. It is then to be cooled rapidly.

Varieties of Cera Emulsificans are available in most countries outside of the United States and Canada, particularly in the European countries. The emulsions made with the wax will not be dealt with

here for Mr. Wells has dealt with them quite well in his series of articles on this subject. The reader is recommended to read these over again.

Dehydroacetic Acid

There is certainly no correlation between the seizure of six thousand pounds of processed cheese by the F.D.A. and the cosmetic industry, excepting that the cheese in question had been wrapped in a material that had been treated with dehydroacetic acid.

The dehydroacetic acid has been offered as a general purpose preservative, having some advantage over the more commonly used esters of p-hydroxy benzoic acid in that the latter have a characteristic odor which seems to become a part of the product and in some cases presents a problem in perfuming. Dehydroacetic acid on the other hand is a white odorless material having about the same degree of protection, but with the advantage that it is odorless, it has become interesting to cosmetic manufacturers as a possible preservative. It has a fairly wide spectrum of activity.

The press release by the F.D.A. on the cheese mentioned above says that the dehydroacetic acid has a toxicity similar to that of carbolic acid. It is supposed that the F.D.A. means that the MLD-50 is about the same. Off-hand, it would be this department's observation that there are a number of things that have that toxicity but it depends upon what concentration is used in the ultimate product that determines the harmfulness. So some elaboration on the part of the supplier and the F.D.A. is certainly in line. Meanwhile, those experiment-

ing with the use of this material might look for more information, but should certainly not stop their work because of this seizure which covers a food and not a cosmetic.

Deep Stain Lipsticks

Among the materials described as solvents for "bromo acid" in this department in the past have been tetrahydrofurfuryl alcohol and its fatty acid esters. More recently diethyl and dibenzyl sebacates have been mentioned as bromo acid solvents, superior to castor oil but less effective than the THFA esters. Up to 20 per cent of these newer materials have been suggested for use in lipsticks.

Recherches

Under this title Roure-Dupont publishes a house organ that is an excellent review of progress in the over-all toilet goods industry. No one in the business should be without it. The current issue has an article on odorous vapors in air, another one on American lipsticks, one on Pulegone and finally a survey in abstract form for the year 1950 of various cosmetic articles and advances. It is well done, as were the much earlier issues of this publication before the war.

It is good to see it back in print and congratulations to the publishers for bringing it back.

Solid Flavor Solvent

With the publication of an article by Clark (*Nature*, December, 1951, page 876) that shows urea to be an excellent solvent for many materials, both organic and inor-

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ganic, one cannot help but feel that perhaps at last dentifrice manufacturers have found a solvent for flavors.

Urea at its melting point of 132 deg. C. dissolves these compounds. The chilled mass may be granulated and then incorporated into a dentifrice.

Where the taste of urea does not interfere, even other flavors (food) may be solubilized or rendered readily dispersible by this means.

Griffin's U.S. Patent 2,566,410, which appeared shortly before the urea article was published, touches

on the solubilizing action of sorbitol on many flavor and perfume oils. The present invention covers the use of from five to 20 per cent of the essential oil or flavor dissolved in dry molten sorbitol. While the patent covers other modifications of this basic idea, it is essentially covering a solution of flavor in dry sorbitol.

So now two dry vehicles can be made with substantial percentages of flavoring compounds or perfumes at elevated temperatures, cooled and granulated for their respective uses.

damage has already been done when lotions are used. If you know of such a protective cream, would you send us a formula, and would you tell us of a way to remove the cream after use? T.C., Texas

A. We are afraid that the kind of protective cream to which you refer has not yet been developed by anyone. Obviously, if it will withstand soapy dishwater, it will withstand washing when one wants to remove it. To our knowledge, no one has solved the problem of such a protective preparation.

Questions and Answers

936: Underarm Deodorant Spray

Q. Please send us a formula for an underarm deodorant spray.

E. B. New Jersey

A. As a formula for an unperfumed underarm spray, we suggest that you make a solution of from 15 to 20 per cent basic aluminum chloride in water, with propylene glycol containing some alcohol. Your spraying device will have to be made of plastic for the solution is corrosive to metal. This product is an antiperspirant. If a straight deodorant is required, we suggest that you dissolve 1/4 percent of hexachlorophene in 15 percent propylene glycol and 75 percent alcohol, balance water. Avoid traces of iron to prevent solution from turning a purple color. This product is strictly a deodorant. Perfume as desired.

937: Hair Pomade

Q. How can I make a hair dressing from the following ingredients: petrolatum, lanolin, castor oil?

K.G.S., New York

A. Ingredients mentioned in your letter can be worked into a stiff hair pomade by adding beeswax to your formula until you get the consistency desired. You may even want to add some rosin to increase the tackiness. If you do, start with one or two per cent in the formula and gradually increase it.

938: Products for The Negro

Q. We are considering making a line of cosmetics, skin lotions, hair preparations, perfumes, etc., especially for the Negro. Can you give us any help and information

along this line? We will certainly appreciate any information and leads you may give us regarding this problem. F.A.S., Tennessee

A. We suggest you contact several of the advertisers in *The American Perfumer* who offer perfume compounds. They know this problem well. Be sure to be as specific as possible in telling them what you want.

939: Milk of Cucumber Formula

Q. Please give me a formula for a milk of cucumber using a synthetic cucumber juice.

A.G.M., Cuba

A. This formula is said to have been used by the late A. E. Elbert: Cucumber juice, 8 ounces; expressed oil of almond, 2 ounces; spirit of soap (N.F.), 2 ounces; tincture of benzoin, 1 dram; oil of bitter almond, 1 drop; oil of lavender, 15 drops; oil of bergamot, 10 drops. To make the cucumber juice, pour boiling water over sliced, but not peeled, green cucumbers. When the slices have become soft and pulpy, remove them from the water and extract the juice by squeezing them in a muslin bag. To each 7 ounces of juice, add 1 ounce of alcohol. There is no formula, to our knowledge, for a synthetic cucumber juice.

940: Protective Cream

Q. Do you happen to have a formula for a protective cream or kind of skin shield that protects hands from dishwater, etc? The cream that would be put on hands before placing hands in water. Lotions are useless for this purpose for the

941: Negro Hair Dressing

Q. We would appreciate your help in suggesting a formula to be used as a hairdressing (pomade) for colored people. We are interested in a formula containing any ingredients that you feel would be beneficial to the hair.

R. M. Kentucky

A. It is hard to give you a straight formula for hair dressing for colored people, but we suggest you begin working with a firm lanolin type absorption base and start adding to it 5 percent of WW rosin and 5 percent beeswax. While hot, check the degree of adhesiveness and keep increasing the rosin until you are satisfied that you have the proper product.

942: Diaper Rash Preparation

Q. We would appreciate it very much if you could give us the name of ingredients that would be useful in a diaper rash ointment. Where can we purchase tetrahydrofurfuryl alcohol or the acetate?

I. W. N. Oregon

A. Probably the best ingredient in a diaper rash preparation is zinc stearate and an antiseptic. Traditional antiseptics may be added together with talc. The product can be a powder or a penetrating ointment consisting principally of lanolin. Source of tetrahydrofurfuryl alcohol and acetate is sent under separate cover.

943: Cera Emulsificans

Q. What is Cera Emulsificans? Where can I get it?

M.H.G., Pennsylvania

A. Cera Emulsificans is a Lanette type of wax that is not made in this country to our knowledge. Essentially, it is 10 per cent of sodium lauryl sulfate in 90 per cent of mixed stearyl and cetyl alcohols. It is also official in the B.P.

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Facts That Must Be Faced Now

*Each cosmetics manufacturer should examine his merchandising practices in the light of the new Trade Practice Rules. . . . If they do not conform he must change his plan of merchandising**

THE Trade Practice Rules issued by the Federal Trade Commission have technically been in effect slightly over two months. During that period, there has been growing confusion within the industry as to how these rules could be put into effect without seriously disturbing the course of business. This confusion has been in evidence in even greater measure among the retail outlets handling cosmetics and toiletries, especially the department stores.

In these days of rising costs and reduced profits, it is natural for the department store to resist any changes in promotional allowances heretofore granted by the manufacturer. The manufacturer, on his part, would have preferred to continue these allowances, but in doing so would surely subject not only himself but his favorite customers to the possibility of triple damage suits. On the other hand, it is clear that the manufacturer cannot continue these maximum allowances and stay in business, where it is considered that in most cases percentage-wise the largest volume of business is still done with the independent and small retailers.

The attitude of the stores toward the rules and toward the plans of the manufacturers to bring their operations into compliance with the rules has made the situation extremely difficult and is placing the industry in a position in which it is virtually impossible to operate. This article is designed to acquaint the members of the industry with the actual situation existing under the rules.

History of Trade Practice Rules

Immediately after the passage of the Robinson-Patman Act the Federal Trade Commission brought cases against seven manufacturers in the cosmetic industry for violation of this act. These cases were brought because, at that time, the selling practices of the industry in general were not in conformity with the Clayton Act as amended by the Robinson-Patman Act. There had been substantially no effort on the part of the industry

to treat customers alike or to bring their allowances for services and facilities into a proportionally equal basis among their customers. This had, in fact, not been required under the law until the Robinson-Patman Act was passed.

The original complaints in these cases included not only the allowances for demonstrators or for payment of demonstrator services, but all types of promotional allowances including cooperative advertising, PM's, etc. During the course of these cases through the complicated legal procedures of the FTC, the complaints were modified several times and the final complaints were brought on the demonstrator problem only. Almost as soon as the complaints were filed, a general industry meeting was held in New York to discuss the situation of the industry under the new law. At that time, it was suggested and approved that application be made to the Trade Commission for a Trade Practice Conference, in order to acquaint the industry as a whole with their obligations under the Act. This conference was subsequently held and a code of trade practice rules was adopted. This code, however, because of a conflict of opinion within the industry, was highly imperfect and at the request of many members of the industry, the FTC never promulgated it.

These so-called demonstrator cases dragged along for a period of nearly 14 years before any one of them was concluded. The first case to be concluded was the Elizabeth Arden case, in which a cease & desist order was issued against Arden forbidding her to continue her practice of giving demonstrators unless the same service was accorded to all customers on proportionally equal terms. Just prior to that, in a private suit brought under the Clayton Act, a retailer had secured an award of triple damages against Arden on the basis of greater allowances to a competitor than he had received.

With the virtual conclusion of the cases, the Trade Commission found itself in an extremely difficult position. It had issued one cease & desist order against an important factor in the industry, which had been upheld by the courts. It had pending cease & desist

* Informative and timely bulletin issued confidentially to active members of the T. G. A. but released for benefit of entire cosmetic industry.

It is Not True That

- All manufacturers must issue plans for operation under the Trade Practice rules.
 - Retailers must enter into a written contract with cosmetic manufacturers.
 - The trade practice rules are more or less a joke and that the whole thing will collapse within a year.
 - Retailers may with impunity await a written plan or some sort of plan from every cosmetic manufacturer with whom they are doing business before it is necessary for them to take action on plans already submitted.
-

Any Group Which Refuses to Comply with the Law may be Subject to

- A procedure by the Federal Trade Commission against the retailer (1) who has either insisted upon the continuance of illegal allowances; or (2) who has refused to consider a plan presented by the manufacturer; or (3) who has attempted to induce a higher allowance for services and facilities than the manufacturer is offering to his entire trade.
 - A triple damage suit by another retailer who may find himself damaged by any of the foregoing.
-

orders against six other defendants. Meanwhile, no action had been started against the numerous other cosmetic manufacturers who distributed their goods substantially in accordance with the pattern held illegal in the Arden case and a matter of legal proceedings against the six other defendants. Faced with this dilemma, the FTC of its own moment and without application for it on behalf of any member of the industry, decided to hold another trade practice conference in the hope that a code of trade practice rules could be developed which would bring the entire industry into complete agreement on this difficult matter.

That conference was held, the views of all segments of the industry were presented, including those of several groups of retailers and after long consideration the FTC issued the present code of Fair Trade Practice Rules. It should be pointed out in this connection that the industry as a whole during the entire period from the filing of the original demonstrator cases over sixteen years ago has been struggling with the problem and attempting to bring its position within the provisions of the Clayton Act as amended by the Robinson-Patman Act. The result of this consistent effort on the part of the industry to straighten out its own affairs has been that for the first time in the history of the trade practice conference procedure, something more than "boilerplate" rules have been developed by the Commission, and again for the first time in such a code, the Commission has presented a plan of operation which it considers to be within the provisions of the Robinson-Patman Act.

Present Status of Affairs

These Fair Trade Practice Rules were issued to go into effect on February 1, 1952. Enforcement of them was placed in the hands of a group of staff members of the Commission, who have lived with the problem during the entire time since the proceedings were first instituted; who are thoroughly familiar with the regulations and, to a large degree, the commercial aspects of the matter, and who are inclined, insofar as possible, to assist the industry in its efforts to comply with the rules and the law without bringing punitive action and

without disturbing the normal course of business and trade any more than is possible.

A number of manufacturers have produced new plans for operation under the Trade Practice Rules. A considerable number have not brought out any plan. Anyone who feels that he is in complete compliance with the law need not issue a plan of operation under the rules. Neither the law nor the rules compel him to alter his regular method of doing business. At the same time, and since February 1st, a certain segment of the retail trade has been confused with respect to the situation. This segment appears to believe that: (a) all manufacturers must issue plans, which is not the case; (b) they must enter into a written contract with the manufacturers, which is not the case; (c) that the rules are more or less of a joke and that "the whole thing will collapse within a year," which is not the case; and, (d) that they may with impunity, await a written plan or some sort of a plan from every manufacturer with whom they are doing business before it is necessary for them to take action on plans already submitted, which again is not the case.

This confusion is now so great that not only the industry but the trade is being severely damaged and may be harmed irreparably unless a different attitude is adopted.

Liability of Stores

It should be pointed out that the Trade Practice Rules do not in any respect alter the legal obligations of the manufacturers, the wholesalers or the retailers under the Robinson-Patman Act. The Act has now been in effect for nearly 20 years. Its provisions should be thoroughly understood by all industries operating under it. The issuance of rules merely represent a commendable effort on the part of the Trade Commission to direct the industry and the stores into a position where they will be in compliance with the law, rather than remaining in unwitting or deliberate violation of the law. The Act provides that any person who induces an unfair discrimination or who knowingly accepts an unfair discrimination from a seller is just as liable for the violation as the seller. *In other words, any store*

First of all, when customers are not being treated on proportionately equal terms cosmetic manufacturers must change their selling methods so that they are so treated. Then such changes must be communicated to every customer.



which accepts an allowance, discount or other concession from the manufacturer, knowing that a proportionately equal allowance, discount or concession is not available to all other customers of the manufacturer, becomes legally liable for violation of the Robinson-Patman Act.

Many stores seem to be of the opinion that they may ignore plans presented or offered to them by the manufacturer and may insist that the manufacturer continue to do business as he has previously even though such business may have been conducted in violation of the Robinson-Patman Act. Other stores apparently feel they may await presentation of a plan by every manufacturer with whom they do business before taking any action on plans already presented to them. Still other stores appear to be following the line of those who feel that the entire Trade Practice Code will collapse and that "nothing will happen." It should be pointed out that this is not a matter of violation of some new code produced by the FTC. All of these attitudes are either directly or indirectly in violation of a law which has been on the statute books for nearly 20 years. Any group which persists in attempting to delay enforcement or in refusing to comply with the law is possibly subject to: (a) a procedure by the Trade Commission against the retailer who has either insisted upon the continuance of illegal allowances, or has refused to consider either favorably or unfavorably a plan presented in good faith by the manufacturer, or has attempted to induce a higher allowance for services and facilities than the manufacturer is offering to his entire trade; (b) a triple damage suit by another retailer who may find himself damaged or aggrieved by any of the foregoing. In other words, at this point a store is in a position where it is faced with the necessity of accepting or rejecting a legal plan offered by a manufacturer. It may accept such a plan or it may reject it and the manufacturer must then govern his future relations with the store accordingly. The store cannot, without grave damage to its own legal position, seek to secure modification of the plan if such modification is not granted to all competing retailers.

While the effective date of the rules was established

by the FTC as February 1, 1952, and while the rules do not alter the Robinson-Patman Act which has been in effect for nearly 20 years but merely restate the provisions of that Act, the FTC is inclined to be somewhat lenient in its enforcement activities. The Trade Commission quite fairly realizes that not every manufacturer can get all his retail accounts into complete order within the short time afforded. It is working with the manufacturers as rapidly as possible to stimulate the production of plans of operation which will be legal under the Act. It must not, however, be expected that the FTC will forever stay its hand in the enforcement of the provisions of the rules and of the Robinson-Patman Act. It has been making an effort to enforce the Robinson-Patman Act in the seven cases alluded to over the period of 16 years. It must now make a serious effort to bring the entire industry into line with the provisions of the law. While its attitude thus far has been lenient, there is no reason to believe that the FTC will, for very long, overlook or wink its eye at any deliberate violation on the part of manufacturers or on the part of retailers.

Compliance Is Compulsory

Any effort by retailers to delay compliance with the rules and accordingly, compliance with the law, would be considered by the FTC as very serious and it is certain that the FTC will, within a comparatively short time, begin a careful check of compliance by both the manufacturers and retailers. Where non-compliance or faulty compliance is found, it is supposed that the FTC will consult before bringing action, but if non-compliance is deliberate on the part of either the store or the manufacturer, it is expected that proceedings will be started promptly by the FTC to bring the offenders into compliance.

It must also be remembered that the FTC is merely an administrative body and there is little leeway in view of the straightjacket of the Robinson-Patman Act. It is making an honest effort to enforce the code with as little damage as possible to the retailer and to the manufacturer.

Under the circumstances and faced with this effort on the part of FTC to bring about broad enforcement of the Robinson-Patman Act within the toilet goods industry, each manufacturer should examine his own merchandising practices. If they are already in compliance with the law, he need do nothing further but may continue to sell and promote in his customary fashion.

Where there are inequities and where customers are not being treated on proportionally equal terms, he must change his plan of merchandising in such a way as to bring it within the provisions of the law. Where such changes are made, they should be communicated, not necessarily in writing but definitely communicated as rapidly as possible to every customer. The customer may then accept the new terms and conditions governing the granting of promotional allowances or the purchase of promotional services, or he may reject it, but the manufacturer may not under the law change these terms for one retailer or group of retailers unless he extends the same change to all his competing customers.

Only in this way can the manufacturer be assured that he will not be prosecuted at some time by the FTC or that he may undergo a triple damage suit by some aggrieved customer who has been unfairly treated. In this respect the position of the retailer is no different at all from that of the manufacturer. He is subject to the same law and to the identical charges which may be brought against the manufacturer who violates the law.

Horatio Alger the Second

RAYMOND E. LEE, 41, whose company recently acquired control of the seized German toiletries firm of Ferd. Muhlens, Inc., is a rising sun on the cosmetic horizon. Starting as a young man who worked his way through school by cutting hair, Mr. Lee is now one of the guiding lights of the home permanent wave industry, and his interests range from California and Florida retail stores to hotels and real estate across the country.

Until recently, Mr. Lee operated largely behind the sets. Following his graduation from the University of Minnesota in 1931, he cashed in his \$400 life insurance policy and defied the depression by founding Raymond Laboratories, Inc. His first profitable brain-child was a permanent waving solution for women's hair, which he sold from house to house. His business grew so rapidly that he enlarged his staff by hiring a chemist, George Barr. Even today Barr's Chicago plant still manufactures many of Lee's products.

Around this period the home permanent industry became entangled in numerous lawsuits, and actions to defend patents threatened production of many a product. Lee, however, emerged relatively unscathed and, delving back into the test tubes, developed a cold wave. After working with R. W. N. Harris on the Toni permanent home wave, he sold his 83 per cent interest to his partners, who in turn sold out to the Gillette Safety Razor Co. for \$20,000,000.

Lee, meanwhile, continued his research. Warner-Hudnut Inc. bought his laboratories for \$1,000,000 in 1946 and hired him to work for them in New York. Assisting president Elmer H. Bobst, he had a large

hand in the development of the company's top products. He joined the Pepsodent Division of Lever Bros. Co. as special consultant after selling them a new shampoo. There he directed research which resulted in the creation of a home permanent with a new type of hair conditioner, and three best-selling home permanents.

In 1950 he entered into partnership with John Roosevelt, the youngest son of the late president, as chairman of the board of Lee Pharmacal Co. Just recently the Office of Alien Property accepted the company's bid for Ferd. Muhlens, Inc., as the highest. The concern manufactures, sells and distributes eau de cologne, toilet and bath soaps, smelling salts, bath and talcum powders, and a cuticle molding set.

Mr. Lee has a remarkable record for developing new products, and then selling them to established manufacturers. Now back on his own, there is no way of telling how far he will go.

Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1950 and 1951 and also the collections for the months of 1952 so far issued are given in the table following:

		1951	1950
January	\$11,547,853	\$12,255,363	\$ 9,836,052
February		12,867,842	11,654,681
March		8,534,569	6,811,063
April		5,746,348	6,985,099
May		9,293,461	8,316,993
June		8,622,275	8,136,742
July		8,901,311	7,965,373
August		10,252,706	9,671,335
September		7,698,854	7,542,472
October		9,365,932	7,900,314
November		8,916,488	8,159,612
December		8,974,245	7,781,091



"Now would you care to see your cold cream forecast?"

Good and Bad Effects of Sun

Bands in spectrum that produce erythema are in the same range-band as rays that produce cancer of the skin . . . Light eyed people more likely to burn than those who are brown eyed

EUGENE F. TRAUB, M.D.*

THE sun's spectrum has wave-lengths, the unit of measurement of which is known as angstrom-units, which is simply a measure of energy of the sun at a certain range. Scientists are rather vague as to the band where the visible spectrum begins and where it ends. Normal sunshine consists essentially of rays of wave lengths approximating from 2400 A.U. to 4000 A.U. but some authors place a lower limit at 2900 A.U. and later refer to the erythema range at 2500 A.U. and so on.

An interesting point is that the bands that are important—that produce redness of the skin which we call erythema—are also in the same range-band as the rays that produce cancer of the skin.

These bands therefore have been studied principally from the standpoint of cancer. Some of our information is only available to us because we have worked on the cancer angle. The sun's rays have many beneficial effects, and they have some harmful effects.

Let us say then, the sun's rays consist of wave lengths that extend from 2400 angstrom units to about 4000. Now, the rays from approximately 2500 to 3200 (3150 to be exact) are the ones that produce erythema, or the redness of the skin. That erythema is the reaction of the skin caused when you get out into the sun long enough to produce redness. If the reaction goes beyond that, one gets a swelling of the skin. The skin protects itself in two ways, one of which is by swelling or thickening and the other is by producing a tan.

Rays that Produce Erythema and Tan

The rays between 2500 to 3150 A.U. produce the erythema. Now the range of rays from about 3150 to about 3650, but carrying up to 3900, are the rays that are said to produce tan.

We carry over, from year to year, certain faded cells in the skin which carry melanin (or tan) which is the pigment produced by sun exposure. The rays in this zone, 3150 up to about 3650—activate the melanin or pigment that is *already present* in the skin, whereas the other rays, the rays in the lower part of the solar spectrum from 2500 to about 3200, develop new deposits of pigment in the skin by virtue of producing an erythema.

Is it necessary to have an erythema or redness of the skin to produce pigment?

It has been said by various writers to be so and by



others not so. The difference of opinion that seems to be present is only apparent because probably one refers to *visible* erythema and the other to *invisible* erythema. In other words, you can produce tanning without visible erythema. You do have to have an erythema to produce pigment, but you don't have to look like a lobster to do so.

Why Some People Tan

Why do some people tan and not others?

We used to think that the color of the hair was the important thing. In fact, we used to say that the blondes and redheaded people were more susceptible to the sun's rays than brunettes, and that dark haired people were not so susceptible. We definitely know now that the color of the hair is not nearly as important as a number of other factors.

* Professor of Dermatology, New York Medical College. Abstract from lecture given under auspices of J. B. Williams Co.

I don't particularly want to stress cancer but, unfortunately, most of our informative statistics on the effect of sun rays have been studied from a cancer angle because the one definite causative factor that we know in the production of skin cancer that is important, is the sun's rays. In certain sections of the country, in the South, West and Southwest, the proportion of skin cancer is, let us say, one in one hundred, while it is one in a thousand in the Northeast. If you visited a dermatologist's office in Texas or Southern California, you would probably see one or two cases of acne, eczema or psoriasis and the rest of the patients that were sitting there would be skin cancer patients. In the Northeast if we see a few cases a week, we are seeing a great many, the difference being in the amount of exposure to the sun.

Brown-eyed People Less Likely to Burn

The entire message contained in the chart shown in Fig. 1, is the fact that the individuals that are brown-

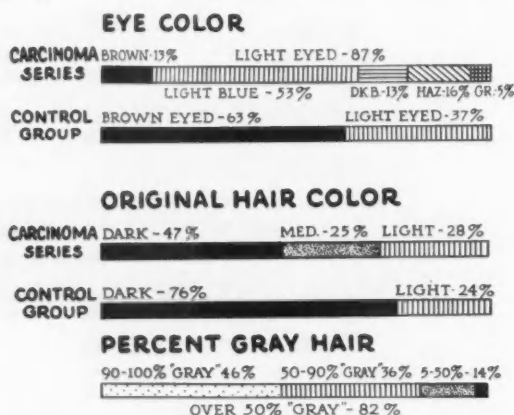


Figure 1. Color of eyes and hair for patients with carcinoma and for controls.

eyed, regardless of hair coloring, are much less likely to burn. A high percentage of them have a tendency to tan after a slight burn, and a still greater percentage will tan without any visible burning.

Whereas, in the blue-eyed or light-eyed individuals, there is a tendency to burn in a higher percentage, burn and tan in a fairly high percentage too, but only a small percentage will tan without painful and visible burning.

The relation of the presence of cancer is proportional to this fact. The type of cancer is unimportant, but the ability to tan, and tan without too much burning, determines in a measure the amount of cancer to be found in individuals.

The chart in Fig. 2 simply emphasizes the fact that light-eyed people, whether they are blue-eyed, or light grey, or light green in color, suffer deleterious effects from the sun's rays in about 87% of the cases, and as previously pointed out the carcinogenic rays of the sun are actually about the same as the erythema rays of the sun.

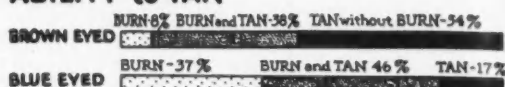
So here you have light-eyed people affected in 87% of the cases, and brown-eyed people in a relatively small percentage, and that carries right straight through. The original hair color is not nearly as important. It is not nearly as striking as the color of the eyes.

Again, this simply indicates that people who have

light-eyed coloring are apt to have not only one skin cancer, but possibly a number of them. The condition isn't confined simply to one cancer. In other words, the damage and the effect on the skin is multiple.

Why do some people tan and why not others? Why do some people have these very fair skins? The accom-

ABILITY to TAN



ABILITY to TAN and TYPE of CARCINOMA

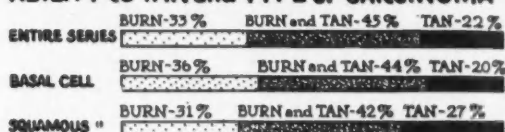
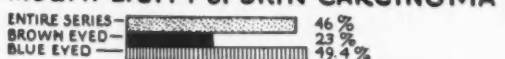


Figure 2. Ability to tan and correlation of ability to tan with type of carcinoma for a series of 100 patients.

MULTIPLICITY of SKIN CARCINOMA



BY EYE COLOR OF PARENTS

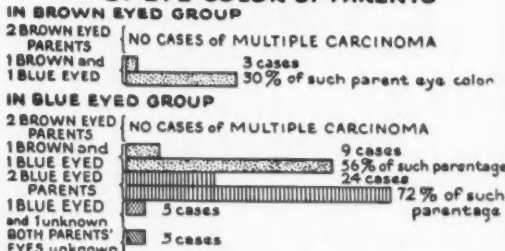


Figure 3. Data concerning multiplicity of skin carcinoma for a series of 100 patients.

EYE COLOR of PARENTS

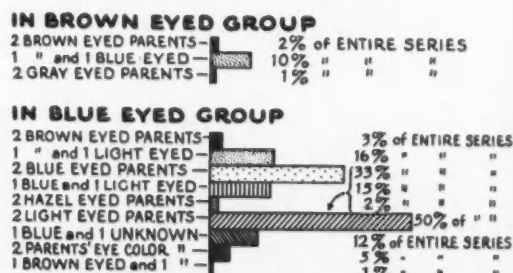
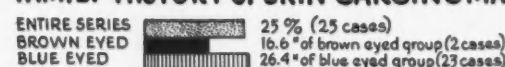


Figure 4. Data concerning color of eyes of parents of patients with carcinoma.

FAMILY HISTORY of SKIN CARCINOMA



BY EYE COLOR OF PARENTS

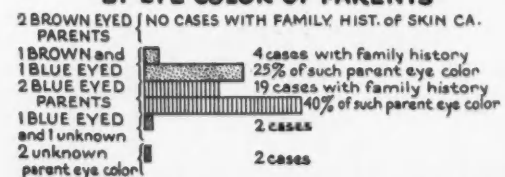


Figure 5. Family history of skin carcinoma for 100 patients with skin carcinoma.

GEOGRAPHIC ORIGINS OF PARENTS

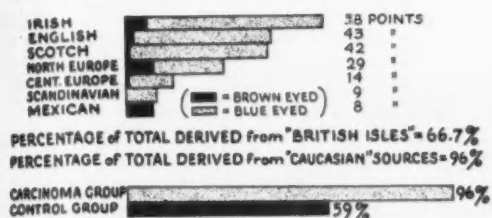


Figure 6. Origins of parents of patients with carcinoma and controls.

panying charts, Figs. 4, 5 and 6 will illustrate that for these answers, we must refer back to the parents. If you analyze the parents of people who have had skin cancers and bad sun damage, those of brown-eyed parentage have had only about 13%, whereas the blue-eyed and light-colored eye group has had a high percentage of cancer.

The family history of cancer indicates the same thing. The chart in Fig. 6 shows the geographic origin of the parents of patients. In other words, the people who have light and fair skins and eyes come from certain areas of the world, such as England, Ireland, etc. I don't know whether it is the fog or what it is over there that may give them a different type texture of skin, but I know that I have had any number of people come over from either England or Scotland or Ireland and after they have been here but a relatively short time, they have begun to have various skin problems, some of which have their origin, in part at least, from sun effects.

Structure of the Skin

The next part is a little fundamental. I am trying to make the explanation of what happens as simple as possible. The skin is divided into two parts. One, the outer part, which we refer to as the horny layer of the skin, and the main portion of the skin or true skin, known as the derma or cutis, which contains the blood vessels, the nerves, the oil glands, the hair follicles, etc.

The outer layer of our skin is our protective layer of the skin. If we apply substances to the skin, they must be able to penetrate through the horny layer, if we are to absorb them. Or if we apply something to the outer layer as an added protection, it should remain and not penetrate. Therefore, our various applications to the skin are made up in a manner which carries with it the idea that we have a substance that we wish to have penetrate the outer layer, or one that we want to have act as a film on the outside of skin and not penetrate. If we employ a substance to the surface of the skin that is toxic in any way, for example, we do not wish that substance to penetrate. Such a substance is placed in a vehicle or base so that it will not penetrate; or it can be placed in a base that will be absorbed into the deeper layers of the skin.

Protective Mechanism of Skin

I mentioned that the protective mechanism of the skin comes into play when we have a sunburn. The bottom layer of the epidermis, is called the germinative layer, and from this layer new cells are continuously being developed; they are right next to the blood supply. They carry the cells that produce the pigment and, as

they grow upward and gradually are lost, more cells are being grown all the time.

Thus, the upper layers of the epidermis are renewed in this fashion. When we get a sunburn, we get an increase of the pigment in this germinative layer or basal cell layer, and also the layers above the germinative layer thicken. So a double mechanism takes place. The cells thicken and act as an additional filter, and also the pigment is produced and acts as a filter.

Skin Condition of People Over 50

A condition that is very common and occurs most frequently in people past the age of fifty, is one in which they get brown, warty, elevated areas that are called keratoses. These are in a large measure benign lesions and only in a small percentage of cases do they develop into skin cancers. But they are unsightly, and they are largely brought about and aggravated by excessive sun exposure.

Another type of change found in an aging skin and sun exposed skin is often spoken of as a policeman's or hack driver's or sailor's skin—which always gives rise to various types of keratoses or skin cancers. One type of keratoses that differs from the warty type, and while it may look more innocent, actually is more likely to develop into a cancer than the warty type, arises from such skin.

Benefits of Sun

Acne, a very distressing disease commonly found on the face, chest and back in young people between the ages of twelve and twenty-six, usually is greatly benefited in the summertime by sun exposure. A young lady, who had a great deal of scarring from an old acne, was cleared up largely by getting out in the sun each summer.

The sun will even help the scarring by causing a certain amount of skin peeling. So we don't object to youngsters getting out into the sun and having the face peel as much as possible from relatively severe sunburns.

A very common disease called psoriasis, seen frequently in the East but not so frequently in the South where there is a great deal of sun, has been called the healthy man's disease probably because the patients may have it more or less all of their lives without health impairment. We do not know the cause, but we know that it has a tendency to clear up in the summertime with sun exposure, and then recur in the winter and fall months. Exposure to the sun will also help to clear up some types of eczema.

The sun may have a very definitely beneficial effect on the one hand and an extremely deleterious effect on the other hand in different individuals. Thus a happy medium must be sought for.

How to Eliminate Deleterious Effects

What can be done to eliminate the deleterious effects?

Years ago physicians used to write prescriptions for remedies that would filter out certain of the sun's rays. But if you have ever baked an angel food cake yourself, you know that even using the same recipe the cake may not turn out exactly the same way each time. The same holds true when a druggist fills a prescription. He doesn't fill it twice in the same way, and certainly, if you take it to another druggist, he definitely doesn't

fill it in exactly the same way as the first druggist. Furthermore, in most instances we are utterly dependent upon a review of the literature that a given chemical added to our prescription actually does what the literature claims for it. In other words—we cannot personally test for ourselves that the preparation works before we prescribe it. Therefore, the medical profession has been aided a great deal by pharmaceutical companies that have done research along various medical lines for which we have no funds. Thus, a preparation can be laboratory tested and cosmetically pleasant, and yet be effective for the purpose for which it is intended and it can be regularly prepared and uniformly produced always and exactly according to the same formula so that it is always a uniform product. That is a tremendous advantage because then when physicians prescribe it for a patient, they know that it is uniformly effective and the same.

Two Types of Preparations Needed

The need is present for two types of preparations. (1) One that will chiefly permit tanning rays of the sun to pass through while cutting out the severe effects of erythema and carcinogenic band of the solar spectrum. This permits those patients that wish, to achieve a tan. With this type of preparation, the patient can tan gradually and pleasantly, because the old melanin pigment still present is first activated and probably some few erythema producing rays leak through and develop new pigment.

(2) The second type of preparation, for the patient needing greater protection, is one that will cut out all of the sun's rays one hundred percent. It is nice to know that there are preparations that will pretty well do just that if individuals will employ such preparations or remedies as directed, and not assume that by putting on a thin layer they will be properly protected for all day under all circumstances of bathing, etc.

Selling at Retail Level

SELLING at the retail level today is creating new, difficult conditions for the manufacturer. With little personal selling in the stores and an accelerated trend towards self-service, retailers are not interested in stocking brands their customers are not interested in buying. The critical stage of selling has moved out of the store and into the home.—*Chicago Tribune*.

Pharmacological Actions of Polypropylene Glycols

THE increasing use of the polyethylene glycols in pharmaceutical products should not lead pharmacists to consider all the analogous compounds to be equally acceptable for medicinal preparations. This is emphasized by the report on the toxicity of two polyalkylglycols by two members of the University of Michigan Medical School. Polypropylene glycols of average molecular weights 400, 750, and 1200 were studied and shown to be potent central nervous system stimulants producing a spreading type of increased electrical activity in the

cerebral cortex. P400 and P750 have been shown to cause a secondary pressor response in the anesthetized dog, probably as a result of the liberation of epinephrine or sympathin.—*Shideman, F. E., and Procita, Leonard, J. Pharmacol. & Exper. Therap., 103: 293, Nov. 1951. J. A. Pharm. Assoc. xii, 12 (1951)*

New Class of Surface Active Agents

THE alkyl esters of the substituted aroyl sulfopropionic acids were unknown. This research was instituted to prepare an extended series of these products and evaluate them as surface active agents.

By the appropriate choice of the alkyl group on the ester linkage and of the substituents on the aroyl group, the surface active properties can be modified as desired to give a wetting agent or detergent. These materials are conveniently synthesized by a Friedel-Crafts acylation of the appropriate aromatic compound with maleic anhydride esterification of the resulting aroylacrylic acid and subsequent treatment of the resulting ester with an alkali bisulfite.

The series of compounds described represents a hitherto unknown class of surface active agents. Selected members show promise as commercial wetting agents and detergents.—*Surface Active Alkyl Aroyl Sulfopropionates by Glen W. Hedrick, Warner M. Linfield, and James T. Eaton, 314, Ind. & Eng. Chemistry, 44,2*

Preserving Odor and Flavor of Essential Oils

ESENTIAL oils, widely used in perfumes, pharmaceuticals, toilet preparations, and beverage flavors, contain terpenes and sesquiterpenes which usually develop unpleasant odors and flavors on exposure to air. However, terpeneless and sesquiterpeneless oils are available and a chromatographic process for their preparation has been devised.

The oils are absorbed on hexane-washed silicic acid and the hydrocarbons are washed out with hexane. The oxygenated compounds are eluted with ethyl acetate, ethyl alcohol, ethyl ether, or acetone. Low temperature (0°C.) distillation is used to remove the solvents.

The chromatographic method gives a sharper separation than fractional distillation or solvent extraction and does not subject the oils to the heating required in fractional distillation.—*Preparation of Terpeneless Essential Oils by J. G. Kirchner and John M. Miller, 318, Ind. and Eng. Chemistry, Vol. 44, #2*

In the competitive 50's, the chemical process industries will have to run fast merely to stay where they are, and in order to get anywhere, they have to run twice as fast as that.—*R. S. Aries*.

The people with whom you work reflect your own attitude. If you are suspicious, unfriendly and condescending, you will find these unlovely traits echoed all about you. But if you are on your best behavior, you will bring out the best in the persons with whom you are going to spend most of your waking hours.—*Beatrice Vincent in Phoenix Flame*.



How to Protect Trade Secrets

Actual experiences of cosmetic manufacturers whose secret formulas and processes were divulged by former employees and how the courts decided the various cases

ALBERT WOODRUFF GRAY, A.B., LL.B.

A MAN who invents or discovers and keeps secret a process of manufacture, whether a proper subject of patent or not, has a property in it which a court will protect against one who, in violation of contract and breach of confidence, undertakes to apply it to his own use or to disclose it to a third person, ruled a Massachusetts court in a famous decision. It must, however, not only be an invention or a discovery, but it must also be a secret, known to the rest of the world.

Employee Discloses Secret Process

Here a secret manufacturing process on which the owner had bestowed years of experiment and effort had been disclosed by an employee to a competitor whom the court in this decision prohibited from either using or divulging this secret, ill gotten through the employee's breach of the confidence imposed in him by his employer.

Godefroy Hair Dye Case

The story was repeated in a five year litigation involving a "Larieuse" hair dye formula when a trusted employee of a St. Louis chemist set up a competitive business in which he used this secret formula claimed by his former employer to have been obtained through a betrayal of the confidence imposed in him.

A hair dressing shop had been established in St. Louis in 1882 by Alexander Godefroy. A feature of the service of this shop was the dyeing of hair for which the owner at that time was famous.

The beauty shop and hair dyeing feature prospered. Ten years later Godefroy studied in Europe the composition preparation of hair dyes where he developed a secret formula for a dye he later marketed under the name "Larieuse."

The business, including the secret formula for Larieuse was later transferred to his son Charles Godefroy. In 1915 Charles, then sole owner of the business, hired a fifteen year old boy, Norman Siebras, to work in the shop after school hours. The school boy worked well and in 1927, after twelve years of service, he was made assistant manager at a salary of \$6,000 a year.

In 1924 the Godefroy Manufacturing Co. was organized and three years later Charles Godefroy, then president of the National Hair Dressers and Cosmetologists Assn., attended a convention of that organization in Europe, leaving this business to the management of Siebras.

For these 45 years this secret formula for Larieuse had been held inviolate. The father had passed it on to his son and the son had divulged it to no one except his wife. Charles, to protect the secret, bought personally all

the ingredients which were delivered at his home where he destroyed the labels and substituted cypher numbers for their identification.

The chemicals in Lariouse are not labeled but simply have numbers by which they are identified, asserted Charles at the trial of the lawsuit involving the betrayal of this trade secret. "I did the weighing and actual compounding of all these ingredients for the finished dye. Afterwards the dye was turned over to employees like Siebras who mulled and blended it and put it in capsules. At no time did we ever divulge the formula."

Competing Company Organized

A few years after Siebras had been made assistant manager he was discharged. A few weeks after that he organized a Lady Lenox Co. of which he was president. That company immediately put on the market a black hair dye extraordinarily similar to the Lariouse of the Godefroy company.

A lawsuit was brought by Godefroy to prohibit the further production and marketing of this dye which he claimed had been acquired by Siebras through a betrayal of the trust and confidence imposed in him when an employee of the Godefroy Manufacturing Co.

However Siebras had left the Godefroy company less than ninety days before this offending preparation of the Lady Lenox Co. appeared on the market. Further, a witness for the Godefroy company testified,

"I do not believe that any chemist could have analyzed and synthesized the product so exactly with the Godefroy product in so short a time. It is an absolute impossibility. Only with a knowledge of what was contained in the product could a thorough analysis of a hair dye be made in so short a period. The method of analysis of a hair dye is not a matter of general knowledge. It takes a good deal of time to find every ingredient comprising the dyes as well as a complete knowledge of the reaction. After knowing the ingredients it is still another matter to blend them properly to obtain a correct functioning."

Further the Godefroy company refused at the trial to disclose their secret formula. Thus when Siebras asserted that the formula used by the Lady Lenox Co. in the manufacture of this dye had been acquired from the elder Godefroy during the early years of his employment by that company, supplemented by his own studies and research since that time, the source of the Lady Lenox formula was obviously not in the betrayal of any confidence imposed by the Godefroys, in view of the precautions taken by them against its disclosure.

In refusing to grant an injunction against the use by the Lady Lenox Co. of this hair dye process the Missouri court said, that while it is universally held that secret formulas and processes are property rights which, even though unpatented, will be protected by injunction against those who through a breach of trust or a violation of confidence, attempt to apply the secret to their own use or to impart it to others, yet such property right in a secret process or formula is lost when another honestly discovers or rightly comes into possession of a knowledge of such a formula or process.

Depilatory Process Disclosed

In another incident involving a cosmetic trade secret, a New Jersey manufacturer of depilatories made an

employment contract under which the employee agreed not to reveal any secrets of the manufacture of this product. Later this employee became dissatisfied and associated himself with a competitive chemical company to which he disclosed the knowledge he had of the manufacturing process of these depilatories used by his former employer.

Here an action was brought not only against the employee for his betrayal of the confidence and trust of his former employer but also against the firm by whom he had been subsequently employed, in which an injunction was asked against the disclosure and use of this trade secret. The defense was that the process was not a secret but merely an improved and unique method of compounding the ingredients, not entitled to protection by injunction as a trade secret.

Deciding in favor of the original owner of this depilatory process and granting an injunction against its use by the competing company, the court said that this second employer, by its own conduct, had put itself in such a position that it might even lose the advantage of future independent experiments. If this competitor thereby suffers it is because it has made itself a party to the fraudulent disclosure of this secret.

"Employees of one having a trade secret," concluded that court, "who are under an express contract or a contract implied from their confidential relation to their employer not to disclose that secret, will be enjoined from divulging the same to the injury of their employer, whether before or after they have left his employ; and other persons who induce the employee to disclose the same when they know the disclosure is in violation of the confidence reposed in the employee by the employer, will be prohibited from making any use of the information so obtained, although they might have reached the same result independently by their own experiments or efforts."

In a famous case before the Supreme Court of the United States involving the betrayal of a trade secret by an employee, Justice Holmes said that the word "property" applied to trademarks and trade secrets is an unanalyzed expression of certain secondary consequences of a primary fact that the law makes some rudimentary requirements of good faith.

"Whether the employer has any valuable secret or not, the employee knows the facts, whatever they are, through a special confidence that he accepted. Therefore the starting point is not property or due process of law but that the employee stood in confidential relations with the employer and the first thing to be made sure of is that the employee shall not fraudulently abuse the trust reposed in him."

References

- Peabody v. Norfolk, 98 Mass. 452
Godefroy Mfg. Co. v. Lady Lenox Company, 134 S.W.2d. 140, Missouri
Stone v. Goss, 55 Atl. 736, New Jersey
DuPont Powder Co. v. Masland, 244 U.S. 100

"Salesmen's Compensation in the Drug Trade" is the theme of a useful publication issued by the National Wholesale Druggists' Assn. It was developed by the association in cooperation with the Harvard Business School and covers compensation plans in use by wholesalers and manufacturers in the drug industry. Copies are available from the association.

Viscosity of

Potassium Soap—Potassium Silicate Mixtures¹

ROBERT W. SPENCER²

IN 1949 Merrill and Getty (13) reported data on the solubility, pH's, and detergent properties of mixtures of potassium coconut oil soap with two potassium silicates. They concluded that the addition of potassium silicates to potassium soaps resulted in equivalent or better detergency and at appreciable savings in cost. The effect was particularly obvious in hard water. Since potassium soaps are commonly sold as liquids or pastes, it is important to know what effect silicate additives will have on the viscosity of the mixture. This paper is a report on that phase of the problem.

While there are many published references on the effects of additives on the viscosity of soap solutions (1-3, 5-9, 11, 12, 15-17, 19), no data have been found which are strictly comparable with the present work. Most of the published references are concerned with a) pure soaps, usually sodium soaps, b) low concentrations of soap and additives, c) higher working temperatures, and d) the effect of organic additives which were often used.

Thus in recent years Angelescu and co-workers have investigated the effects of cresols and other phenolic compounds on sodium and potassium stearate and palmitate and other pure soaps (1-3). Philippoff has studied the viscosity

and elasticity of low concentrations of potassium laurate and other derivatives of dodecane (16, 17). Neiman in 1947 published viscosity data on the system potassium palmitate-water-isoamyl alcohol at 50° C. (15). Freundlich and Kores have also done work on the viscosity and elasticity of solutions of pure soaps (6, 7).

About 25 years ago King, and later McBain, Willavoys, and Heighington did work on the effect of NaCl and other sodium salts on the viscosity palmitate solutions (11, 12). They found that the addition of electrolytes increased the viscosity to a maximum value many hundred times greater than that of the original soap solution. Further additions decreased the viscosity almost as rapidly until the salting-out concentration was reached. In both of these studies viscosities were measured by falling ball method at a working temperature of 80°C.

Merrill (14) has shown that a liquid soap containing 33% soap corresponding to potassium laurate can be mixed in all proportions with a potassium silicate containing 38.7% solids with a silica-to-alkali mole ratio of 3.2:1.

In the present investigation commercial potassium paste soaps and commercial potassium silicates have been used. Thus the data have direct value for manufacturers and users of liquid potassium soaps.

Experimental

Commercial potash soaps were

obtained from the Davies-Young Soap Company and the New York Soap Company Inc. Properties of the soaps are summarized in Table I. The average equivalent weights of the fatty acids were determined by titration with standard NaOH solution, and the iodine numbers by the Hanus method (10). The coconut oil soap was yellow, the soya bean oil soap was brownish-orange, and the linseed oil soap was dark brown or black. Water solutions of these soaps were clear or slightly cloudy.

The analyses of the silicates are given in Table II. The more siliceous silicates are commercial products. The others were prepared from the $K_2O \cdot 4.0 SiO_2$ and potassium hydroxide solution. The potassium hydroxide and the potassium chloride used in the comparison mixtures were reagent grade products. Distilled water was used in preparing all solutions.

Viscosities of the relatively fluid mixtures were measured on a Stormer viscometer (18). The more viscous mixtures were usually run in the Stormer and the results checked by the falling ball method. The latter, as developed by Bacon (4), gives the absolute viscosity in poises with an accuracy of $\pm 1\%$. The Stormer viscometer is capable of accuracy of $\pm 0.5\%$. Stormer seconds can, of course, be converted to poises by calibration against Arlex solutions, which are in turn standardized by a precise falling ball method. Both the Stormer and the

¹ Presented at the Meeting-in-Miniature of the Philadelphia Section of the American Chemical Society, January 18, 1951.

² Philadelphia Quartz Co. Reprinted from the Journal of the American Oil Chemists Society XXVIII, 10, page 429.

Soap	Fatty Acids		
	%	Av. Equiv. Weight	Iodine Number
Potassium coconut oil soap.....	44.5	220	8.9
Potassium soya bean oil soap.....	37.2	291	85.6
Potassium linseed oil soap.....	31.9	300

TABLE I
Analyses of Potassium Soaps

Molecular Formula	% K ₂ O	% SiO ₂	Molecular Weight	Specific Gravity	Viscosity Poises
K ₂ O · 4.0 SiO ₂	7.78	19.77	333.58	1.245	0.14
K ₂ O · 3.3 SiO ₂	12.81	26.69	290.42	1.394	13.30
K ₂ O · 2.0 SiO ₂	13.34	16.95	213.71
K ₂ O · SiO ₂	29.45	19.02	155.03

TABLE II
Analyses of Potassium Silicate Solutions

falling ball methods were checked against the Bureau of Standard's viscosity standards.

Water from a thermostatically controlled water bath was circulated through the jacket around the viscometer cup, keeping the mixture in the cup at $19.95 \pm 0.05^\circ \text{C}$. The temperature of the mixtures in the falling ball tests was kept at $19.87 \pm 0.05^\circ \text{C}$.

Results

Addition of silicates and potassium chloride had very little effect on the viscosity of the coconut oil soap solutions in the concentration

range covered by this study. They had pronounced effects on the viscosities of the soya bean oil and linseed oil soaps.

Figure 1 shows the effect of additions of $\text{K}_2\text{O} \cdot 4.0 \text{SiO}_2$ to coconut oil soap solutions. The results are typical of those obtained when silicates of any ratio were added to solutions of this soap. It is apparent that the addition of up to 0.3 moles silicate solids per 1,000 gms. water had very little effect. In fact, the silicate concentrations of these soap solutions were increased to about 0.4 molal (0.4 moles silicate per 1,000 gms. water present in the soap solution) without increasing the viscosity significantly. This concen-

tration corresponds to about 8.5% silicate solids, or about 30% of the commercial $\text{K}_2\text{O} \cdot 4.0 \text{SiO}_2$ solution.

Because of the small increases in viscosity caused by the added salts, less work was done on this soap than on the other two. In one series of tests KCl was added to solutions containing 20% and 30% of this coconut oil soap. Up to 1.2 moles KCl were added per kg. H_2O (about 6%) without raising the viscosity above that of the pure soap solutions, which had viscosities of 3 and 5 centipoises, respectively. Potassium metasilicate was added to a 20% soap solution to the extent of 0.3 mole per kg. H_2O (about 3% solids) with the same result.

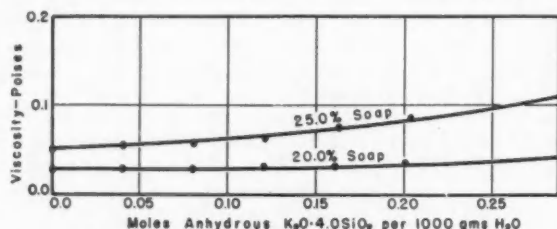


Figure 1. Viscosities of potassium coconut oil soap- $\text{K}_2\text{O} \cdot 4.0 \text{SiO}_2$ mixtures at 20 degrees C.

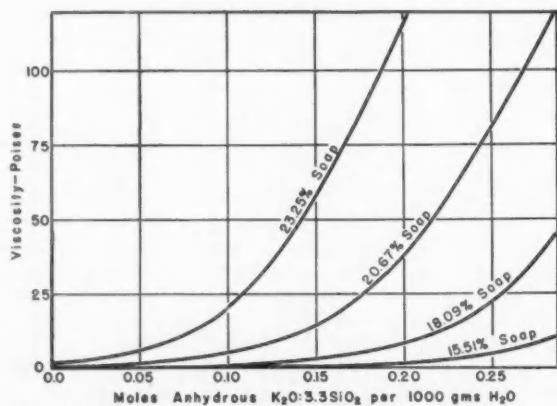


Figure 2. Viscosities of potassium linseed oil soap- $\text{K}_2\text{O} \cdot 3.3 \text{SiO}_2$ mixtures at 20 degrees C.

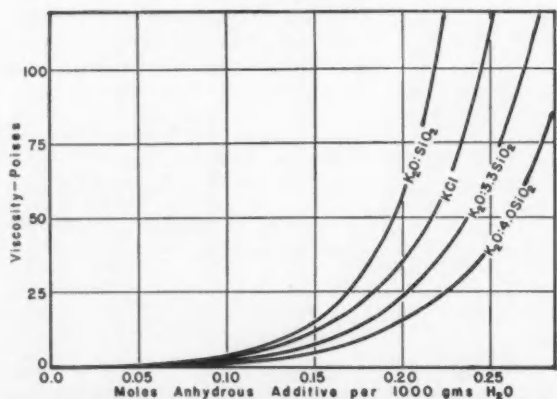


Figure 3. Viscosities of potassium soya bean oil soap-potassium silicate mixtures at 20 degrees C. Mixtures containing 20.0 per cent anhydrous soap.

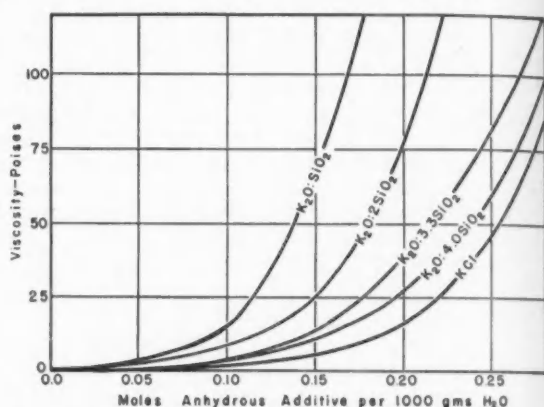


Figure 4. Viscosities of potassium linseed oil soap-potassium silicate mixtures at 20 degrees C. Mixtures containing 20.67 per cent anhydrous soap.

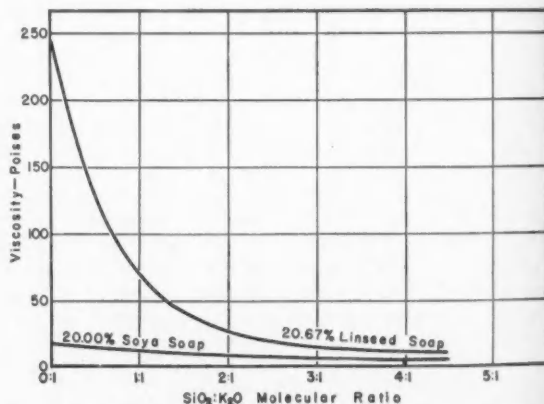


Figure 5. Effect of $\text{SiO}_2:\text{K}_2\text{O}$ ratio upon viscosity for constant soap and silicate concentrations. (Each mixture contains 0.15 moles silicate solids per 1,000 grams of water.)

% Soap	KCl		Approximate Viscosity Poises
	Molality	%	
24.0.....	.19	1.07	105
23.3.....	.76	4.12	4,900
22.7.....	1.21	6.41	1,470
22.2.....	1.63	8.45	79

TABLE III
The Effect of High KCl Concentrations on Viscosity of Soya Bean Oil Soap

The other two soaps gave results which were more varied. With these soaps the addition of a silicate or KCl to solutions of constant soap content yielded families of curves similar to the one seen in Figure 2. For these mixtures 0.1 mole per kg. water corresponds to about 2.2% silicate solids. Thus the highest silicate additions shown in Figure 2 are about 6.5% solids, which corresponds to the addition of 17% of the commercial silicate.

Having determined the viscosity curves for the various soap-silicate combinations, the effect of the various $K_2O : SiO_2$ ratios on the viscosities of the solutions could be compared. Such comparisons are shown in Figures 3 and 4 for the soya bean oil soap and the linseed oil soap mixtures, respectively. The order of silicates causing decreasing viscosities is the same for both soaps, but in the case of the soya soap the soap-potassium chloride viscosities fall between those of the soap-metasilicate and soap-disilicate mixtures (the curve for the latter mixtures is not shown in Figure 3) while the addition of potassium chloride to the linseed oil soap caused smaller viscosity increases than any of the silicates.

It is obvious from these curves that the more alkaline silicates cause higher viscosities than the siliceous silicates when present in equal molal concentrations. It might seem that it was the alkali in the silicate which influenced the viscosities of the soap silicate mixtures, but, in mixtures containing different ratio silicates and having the same percentage of soap and molal concentration of the additive, the percentage of K_2O (alkali) will change very little, it is indicated.

In Figure 5 the viscosity is plotted as a function of the $Si_2 : K_2O$ ratio for the mixtures having constant soap and silicate concentrations (0.15 molal in K_2O). The curve for the linseed oil soap-silicate mixtures shows that increasing the amount of silica has the effect of decreasing the viscosity up to a ratio of about 4:1. A similar, but smaller effect is seen with the soya bean oil soap-silicate mixtures at these concentrations, but when the molal silicate concentrations are increased to 0.20 in 20% soap solutions, the resultant curve is almost identical to the linseed oil soap curve in Figure 5 over the range of ratios from 1:1 to 4:1.

The effect of excess alkali on the viscosity of soap solutions is well known, of course, and has sometimes been used commercially in

salting-out operations. McBain, Willavoys, and Heighington (12) state that if one equivalent per cent excess NaOH was present in the sodium palmitate solution, the viscosity maximums were roughly 1.7 times greater. The effect of the soluble silicates in decreasing viscosity of built soap solutions from those obtained in soap-excess alkali mixtures is perhaps not so widely recognized. However this phenomenon does give the soap manufacturer another means of adjusting the viscosity of a soap-builder solution. Thus either the concentration or the ratio of the silicate could be varied to get a certain viscosity consistent with other desirable properties such as high pH, clarity of solution, etc.

As mentioned above, King (11) and McBain *et al.* (12) found maxima in the region 10 to 100 poises when working with sodium palmitate-sodium salt- H_2O systems at 80°C. These maxima came at 0.2 to 0.5 moles additive per 1,000 gms. H_2O . It is to be expected that the viscosity curves and maxima would be shifted upward as the temperature was decreased, and at the temperature of the present experiments the maxima have been shifted out of the range of interest. However in the present work the curve was followed out in a rough way for soya bean oil soap-KCl mixtures by simply laying on its side a bottle containing a standard amount of the combination and noting the time required for the mixture to reach the bottle top. The results are shown in Table III. Since this work was approximate, the soap concentration was not adjusted after each addition of the salt, which meant that it decreased somewhat. However this drop in soap concentration was insignificant compared with the viscosity changes.

The mixture having a viscosity of 4,900 poises looked about as solid and stiff as a gel, but it flowed slowly at room temperature. Although the falling ball method can be adapted to measure very high viscosities, as used in this project it was accurate only to about 1,000 poises so these higher ranges were not measured precisely.

One of the interesting questions raised by this work is why there is such a wide difference between the effect of the additives on the coconut oil soap on one hand, and on the soya bean oil and linseed oil soaps on the other hand. Merrill and Getty (13, 14) have shown that the solubility of potassium laurate and potassium coconut oil soap in

the presence of $K_2O \cdot 3.3 SiO_2$ is high. While similar data for the other soaps are not available, this is undoubtedly one of the reasons for the small viscosity changes in coconut oil soap solutions.

Summary

Viscosity measurements at 20°C. have been made on mixtures of three potassium soaps with four potassium silicates and potassium chloride in the range of 0 to 100 poises. It was found that the additives have a considerable effect on the viscosity of the potassium linseed oil and the soya bean oil soap solutions, but almost no effect on the viscosities of potassium coconut oil soap solutions in the concentration ranges studied. The alkaline silicates caused greater increases in viscosities than the siliceous silicates. Soap-KCl mixtures have viscosities of the same order of magnitude as equivalent soap-silicate mixtures in this viscosity range.

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Sees New Possibility in Protein, Germicide Relationship

"Killing of microbes is an irreversible reaction which follows the reversible adsorption of germicides" on the protein of microbes. Dr. Sol Boyk, research director of the Ottawa Chemical Co., Toledo, Ohio, suggested in a paper he recently presented before a meeting of the American Chemical Specialties Mfg. Assn.

Book Reviews

THE PATENT RIGHT IN THE NATIONAL ECONOMY OF THE UNITED STATES. Gustav Drews, J. D., Ph.D. Cloth covers, 6 x 9 in., 211 pages. Central Book Co., Inc. 1952. Price \$5.

The author of this informative and fascinating book is professor of Patents, Anti-Trust and Unfair Trade Practice in the Brooklyn Law School and is also a practicing attorney with many years of successful experience. From this experience coupled with a careful study of the authorities and much research he has produced a volume that should be of interest to executives in the cosmetic and its allied industries.

The book lists a surprisingly large number of countries where patents on pharmaceuticals, medicines and drug items have been barred, such as Bulgaria, Italy, Yugoslavia, Portugal, Bolivia, Paraguay, Uruguay, Venezuela, France, Germany, England, Spain, Austria, Czechoslovakia, Denmark, Norway, Poland and Finland. This prejudice, according to the author, seems to have infected the United States, citing the order of March 5, 1926 of the Patent Office reading in part: "Medicines, ointments, salves, scalp and toilet preparations, such as might be produced by ordinary medical or pharmaceutical skill, are not patentable."

To the same effect are the decisions of the United States courts, notably the famous Vitamin D case where the court held the patent invalid as against public policy in spite of the fact that all of the returns from the patent were devoted to education. The author goes on to state that the American Medical Assn. apparently approves this attitude of the Patent Office and the courts since the principles of ethics read in part: "It is unprofessional to receive remuneration from patents for surgical instruments or medicines . . ."

In other respects, the author points out, the Patent Office seems to have gone to the other extreme, citing, amongst instances, the granting of patents for flavoring epsom salts, for a necklace supposed to cure goiter, for a tapeworm trap, for a method whereby a hen herself would date her eggs, and for a shock-absorbing bed. As would ap-

pear from the foregoing the book is particularly noteworthy for its copious hard-to-find citations.

FEDERAL FOOD, DRUG, AND COSMETIC ACT, JUDICIAL AND ADMINISTRATIVE RECORD—1949-1950. By Vincent A. Kleinfeld and Charles Wesley Dunn. Commerce Clearing House, Inc. One volume, 544 pages, 6 $\frac{5}{8}$ x 9 $\frac{5}{8}$ in., hard bound, gold stamped. Price \$10.25.

Logically arranged and clearly written, this new book will be advantageous to anyone whose business is regulated by the act. As with an earlier volume, which covered the period from 1907 to 1949, the authors have filled the need for a comprehensive record of judicial and administrative activities under the Federal Food, Drug, and Cosmetic Act of 1938 for the period covered—May, 1949, to January, 1951.

This authoritative book—the second in the important new Food Law Institute Series—is divided into four logical sections. One part contains all "published" and "unpublished" opinions and decisions, and the like, material not elsewhere to be found except perhaps in FDA notices of judgment and in the CC-H Food Drug Cosmetic Law Reports. These are each carefully digested; each digest includes specific references to the various subsections of the Act in point. In addition, significant opinions under the 1906 Act, with the comparable digests, are also supplied.

Valuable in indicating the attitude of the Food and Drug Administration on future similar problems are "Statements of General Policy or Interpretation," which comprise the second portion of this useful book. Conveniently gathered in the third section, in full text, are the always important definitions and standards for food promulgated by the Federal Security Administrator, which have the force and effect of law.

Then, when a problem arises under any section of the Act, the fourth major portion of the book, through references and citations, provides a ready lead to all relevant material bearing on the subsection.

Suggested forms for various judi-

cial and administrative proceedings that are included should prove welcome; and a cumulative table of cases covering both the authors' earlier book as well as this one, so that judicial opinions can be more readily found. A complete index adds to the value of the book.

OFFICIAL METHODS OF ANALYSIS of the ASSOCIATION OF OFFICIAL AGRICULTURAL CHEMISTS, seventh edition. Henry A. Lepper, chairman of the editorial board. Indexed and illustrated, 6 x 9 inches. Association of Official Agricultural Chemists, 1950.

This valuable tool of all analytical chemists in the drug or cosmetic industries continues to increase in size and scope. The present edition contains a chapter on cosmetic analysis listing methods for deodorants, antiperspirants, sulfide depilatories, face powders, hair preparations, p-phenylenediamine hair dyes, pyrogallol in hair dyes, and vanishing creams.

The numerous other analytical procedures for colors, foods, drugs and agricultural products are included as usual, with the methods continually being elaborated and expanded.

No analytical laboratory of this industry should be without the "Official Methods."—M.G.deN.

DIE PHYSIOLOGISCHEN UND PHARMAKOLOGISCHEN WIRKUNGEN der Aetherischen Ole, Riechstoffe und Verwandten Produkte. Arno Muller. Size 6 x 8 $\frac{1}{4}$ inches, 168 pages, no index. Dr. Alfred Huthig Verlag, Heidelberg, 1951.

An alphabetical listing of the pharmacological properties of essential oils, aromatic chemicals and related products, with a few formulas for therapeutic blends of the same at the end of the book.

In general the book embodies and reflects ideas expounded in earlier book by Gattefosse who was a strong believer in the physiological properties of aromatic materials, though the present work is more of a dictionary than a text.

One typographical error was found on page 65. It is well bound and printed. If your interest is in essential oils and drugs, you will want to keep your library up to date and complete.—M.G.deN.

• The true university is a collection of books.—Carlyle.



The Editorial - "WE"

Cosmetic Sales in 1951

WE read with great interest that the Federal Reserve Board estimates 1951 department store cosmetic sales as being five per cent ahead of 1950. With the increase of door-to-door sales, and with the definite rise in food store sales, it hardly seems possible that the department stores have obtained a larger percentage of the total cosmetic market. If anything, the opposite must be the case. We therefore wonder whether the 1951 increases announced by FRB is an indication that all cosmetic sales, in all outlets, rose in that year; and, if so, how much of such a rise was due to a price increase, how much to a greater purchase of cosmetics. An encouraging factor in the entire picture is the possibility that perfumes and other fragrance products may have more than held their own. For the department store is unquestionably the major outlet for the perfumes, and has lost little ground to other types of sales. The higher total cosmetic sales in the department stores can mean many things; one possibility is that perfumery may have sold extremely well. But without a further analysis of the figures behind the figures, it is difficult to put the finger on the true meaning of these FRB estimates.

Encroachment by Medical Assn.

WE are more than amazed by the efforts of the American Medical Association to increase its beachhead in the cosmetic industry. We are actually frightened. The medical profession, understandably enough, already has a great influence in the drug field, but if a similar influence is to be extended to all other lines of endeavor in which public health and safety are even remotely concerned, then our government might just as well go out of business and turn the country over to the A.M.A. Surely every food product would have to come within the jurisdiction of the organized medical profession. Mattresses and pillows

on which we sleep; shoes, girdles, and other articles of clothing—these are products at least as important to health as are perfume and lipstick. Reduced to the logic of its own conclusions, the A.M.A. position becomes more than absurd.

New Tool for Cosmetic Research

TALKING about atomic by-products, there comes to our attention the report of the National Bureau of Standards on the availability of carbon 14 sugars for research. "Sugars and sugar derivatives having radioactive carbon atoms located in specific positions within the molecule have been prepared," the Bureau states, "in good yield and high activity." It is difficult to conceive of a development of greater value in cosmetic research. Problems of permeability of the skin, absorption of cosmetics or their ingredients into the body, expulsion of such products, their effect on perspiration—these are among a few that suggest themselves to us almost immediately. The utility of these molecules as tracers, the Bureau report says, "is due in large part to the ease with which the carbon 14 can be detected in small concentrations and the fact that its chemical behavior does not differ in any important way from that of ordinary carbon." Inasmuch as research on cosmetic problems utilizing the carbon 14 tracer methods is expensive, and the practical results are of a nature that cannot be easily estimated, it remains for far-sighted and research-minded companies to take advantage of the tracers and launch a valuable program of study.

Electronic Controls

COSMETIC and drug manufacturers can well afford to investigate a report that electronic controls can be used to reduce the extent of over-filling without undergoing a possibility of underfilling. It is said that an automatic testing device is made possible, functioning

by determination of the trend of the average package weight. The equipment and installation of the system are said to be inexpensive, and the savings should be considerable, particularly when the raw materials or ingredients of the package are high-priced. In this respect, the application to filling of drug packages may be more apparent than cosmetics.

We Lose Two Friends

TWO epoch-making, history-making friends of the cosmetic industry have passed away in recent weeks. In New York Benjamin E. Levy died on March 6, thus ending a career that was stimulating and inspiring, and that left its mark upon an entire industry. He was one of the founders of the Perfumery Importers Association, was a factor in the Toilet Goods Association, and as former head of Coty in the U.S.A. and later of Charles of the Ritz, he played a role since the First World War that can hardly be exaggerated. He will be long remembered and deeply missed.

Not as renowned in this country but nonetheless an influential figure was Marius Reboul, chief perfumer for Givaudan for more than half a century, and creator of that company's line of specialties. One reads frequently enough of famous "noses," yet here was a nose that was unknown to those who admired and loved the very products whose creation was made possible by his work. Indeed, can the lesson not be drawn from Reboul's life that the perfumer is the last great artist (or scientist) functioning in anonymity? His name appears on no patents, he is not honored by scientific societies or artistic groups. He can neither sign his name to his creation, as can poet or painter, nor describe his achievements in a scientific tome, as can chemist or physicist. But by the small group in his own industry, the acclaim to his product is the testimonial to the man. The great perfumer must be original, daring, sensitive, yet unorthodox. Such a man was Reboul.

Distinguished Scientist Honored

ONE of the most distinguished scientists in essential oil chemistry was in this country for a few weeks, Dr. Yves-René Naves, who came to the United States to receive the Fritzsche Award, which he so rightly deserved. A prolific worker and writer, Dr. Naves has one of those critical minds that is constantly examining and re-exam-

ining, evaluating and re-evaluating, never quite convinced that the final answer has been determined. The American Chemical Society at whose Buffalo meeting he received the Fritzsche Award, and the perfumers and chemists who were fortunate enough to meet him and hear him speak, were richer for the experience, but we like to believe that this is mutual, and that Dr. Naves absorbed from the American scene some inspiring concepts that have not yet found their way to his own land. As the fourth recipient of the Fritzsche Award, Dr. Naves makes it possible to report that the committee giving the prize is continuing the high standards which it set for itself. In our enthusiasm, let us not overlook a word of congratulation to the company sponsoring the award and thus encouraging research in the field of essential oil chemistry, namely Fritzsche Brothers, Inc.

Grocers Selling More Cosmetics

A SURVEY made by *Progressive Grocer* indicates that the total drug and toiletry volume annually via food stores amounts to \$340,000,000. The publication finds that 85 per cent of the food stores are stocking at least some of these items, compared with only 70 per cent a year earlier, and 37 per cent at the time that America entered the Second World War. What is sold? Everything from shampoos to headache remedies, from toothpaste to shaving cream. Just what the effect of the entry of the food store into the cosmetic outlet field will be, it is still too early to say. It is possible that there will be less emphasis in the future on packaging, more on ingredients and functional value. This can take place because the food store has neither the room nor the atmosphere for a class-package display. Surrounded by corn flakes and facial tissue, the brilliantly-colored and exotically-shaped bottles are likely to attract none-too-favorable comment. They require the department store and drug store showcases, not the jostling atmosphere of the supermarket.

Removing Guess from Odor

IN the February issue of the *American Perfumer*, there was an announcement of the formation of an organization that will be watched with deep interest by cosmetic firms. Called the Sagarin Institute For Olfactory Research, Inc. (and happily, Sifor for short), it

has been organized by Edward Sagarin, who needs no introduction to our readers. If Mr. Sagarin and his colleagues can make "scientific, controlled and objective evaluation of all problems relating to odor and taste judgments," they will have accomplished something for which this industry has long been searching. They have started, it seems to us, on the right foot, in the sense that theirs is an interscience effort, drawing upon the talent and knowledge of perfumers, chemists, psychologists, physicians, and others. We wish the new-born company full success, although we were struck, in its otherwise sound scientific approach, by the immodesty of the title of its first booklet. The industry will be grateful if guess and gamble are diminished in odor work; we doubt that they will ever be removed. But that Sifor can make a contribution toward reducing this gamble, seems highly probable.

Use of Atomic By-Products

THE possibility of the use of atomic by-products for the complete sterilization of drugs, without heat, is seen by *Chemical Engineering*. Heat-sensitive drugs can be sterilized more cheaply by gross fission products, the publication contends, than by present methods. A pilot plant is already said to be under construction. Because of the extremely close interrelationship between the problems of the drug and of the cosmetic industries, this development will be keenly followed, although sterilization is hardly an acute factor in cosmetic production. The importance of a scientific development in one field on applications in quite another are not always foreseeable, and the development of new sterilizing techniques, experimented with quite naturally by the drug industry, may well become practical weapons for cosmetics. It occurs to us, for instance, that the deodorant cosmetics and soaps, some of which, it is claimed, derive their deodorant action from their germ-killing powers, may be influenced by a germicidal method more powerful than anything now on the market.

Psychosomatic Reaction?

WE were attracted to a statement in the press that an amateur horticulturist in Roselle Park, N.J., has had to banish to the basement of her home an exotic plant whose offensive odor had

been causing people to have headaches. The plant, which seems to have been identified as *Hydrosome riveri*, is described as having a red flower, a foot in diameter, "resembling a bloodstained dagger thrust into a heart." An apt description for a flower that dares to have so unpleasant an odor! But what caused the headache, we wonder. Was it a psychosomatic reaction due to the "painful" state of mind when such a response is transmitted to the brain by the olfactory nerves? Or was there some physiological reaction taking place, other than the olfactory one? We would have liked to know if the smell-blind and anosmics (lucky folk, on this occasion!) would have had a similar response, finding it necessary to rush out for an aspirin. And how about those individuals whom we read about in the scientific literature from time to time, people who like odors generally regarded as repulsive? Would they, too, have gotten a headache, or on the other hand would they find unusual physical comfort as they surrounded themselves with this bloodstained dagger?

Value of Older Workers

AND we close our remarks with a word of commendation on the work that is going on to find a constructive program for utilizing the nation's older personnel. At a conference held recently to discuss this problem, and presided over by Theodore G. Klumpp, president of Winthrop-Stearns, Inc., it was pointed out that it is economically wasteful and socially harmful to have compulsory employee retirement at the age of 65. Not only is the cost of maintaining an aging population growing, but a cultural crisis develops as well, when literally millions of people are not made to feel that they are useful. By 1980, according to Dr. Klumpp, "there will be some 24,000,000 people in the United States 65 years or over." While these people no longer constitute a needy population, being cared for by private and public retirement funds, social security, and other money, the burden of producing for them still falls on that section of the mature population gainfully employed. Furthermore, many men still in their latter sixties, their seventies, and maybe older, desire some employment, do not wish to remain idle, and require intellectual and manual stimulation if they are not to become a cultural burden to the country.

WHAT THE

RETAIL BUYERS REPORT

First Quarter's Sales Hit by Tax Collections; Free Sample Bait An Effective Sales Lure

JEAN MOWAT

Chicago—The tax proved itself to be more of a business headache this year than ever. First quarter sales were severely hit—in spite of all the pages of promotions in all the cities of the Middle West, from Detroit to Omaha.

Summer-Time Goods

Now that that is over, and with spring in the air, one might suppose that retailers would stock up on their sun preparations. But no—the average department and specialty shop will go very lightly on the sun-tan preparations. They regard these more as a drug store item, requiring no trained sales personnel.

Some of the finer stores, nevertheless, offer basic oils, new skin-protection ideas, and other products and uses which need selling. One store suggests that eye-cream be used on the lids under sunglasses, and at night, as an anti-age measure. The same store features hand-creams for protection and finds ample consumer interest. The market for such summer products is there—it just needs a little more exploring.

Stuffers Sell

The average cosmetic department may include a stuffer or two in the bills to arouse interest in new products or in a sale offer. St. Louis stores find such a manner of presentation an excellent way to make sales with the least effort. Fragrance sales are made by telephone directly to the department.

Carson Pirie Scott & Co. combined with one other department to put out 11 stuffers, of which eight were for cosmetics. Each enclosure carried a space for name, address, and charge, c.o.d. or check enclosure. The returns are reported as satisfactory. Other stores in this area find that the offer of a sample brings in customers to the department and usually results in at least one added sale. Other stores find it is good bait to mention in advertising that samples are available upon request in the department. Carry-

ing the idea even further, one Middle West store gave out a card, to be filled in with name and address, for a sample of a new product, when presented in the department. The unusual point about this was that these cards were handed to one at the time the luncheon or dinner check was placed on the table.

Pinks

"This is the year for pinks," said a Minneapolis buyer, throwing all caution to the winds. "Pink has always been featured as an early spring tint, but this year every company is behind it, and the first sales are satisfactory. This may go on into the summer." Pink sales have concentrated thus far on nail polish, lipstick, and powder.

Hair Goods Hot

Hair goods are doing exceptionally well this year. Whether we can thank home permanents for that, I couldn't tell you, but the business is better than that of recent years. Rinses are rated first in volume sale, shampoos second, tying with hair dyes and pencils, and then follow the various salves, ointments and brush-on sheen and luster creams. Advertising was largely limited to half page company advertisements in leading newspapers in the area. The turnover appears to be due largely to impulse buying.

Packaging Creams

The importance of packaging of creams is generally undervalued. Unless a hand-cream comes in a dispenser type of container, it is a perennial shelf-hugger. In offices throughout the country these jars are used as desk ornaments. Women like to have these creams around, so that they may use them several times a day. However, the containers should be more decorative, in other than kitchen or bath colors. Mahogany, bleached maple, silver-fox, oak, etc. to match the office desk will increase sales.

This year there has been considerable buyer discussion of what

Liquid make-up turnover promising; hair goods are doing exceptionally well.

Department stores find that offers of free samples, available at cosmetic counters, bring in customers and ring up sales.

Cream market is seen as underdeveloped; new packaging, teen-age instruction urged.

size jar is the best seller in treatment lines. Saleswomen insist that there is much less resistance to the smaller jars because of the tax. Buyers are equally as fervent in their announcements that there is no change, "although we do sell many small jars."

Make-Up

"The use of solid cake make-up is setting a new turnover record in finer oil cosmetics," said a manufacturer who was calling on a buyer. "In my work throughout the country, I get behind the counter whenever possible, and the aged skins on young girls is appalling. Where still possible, the cosmetics industry could cure this condition—and profitably, too—by instructing how to use and apply creams properly. There are some fine creams on the market that will do this, but the clerks must be trained to see and serve this younger generation."

Buyers in several cities report that the demand for liquid powder bases now exceeds that for the older solid type. Said an Indianapolis buyer: "It is largely due to their 'moisture' effect. Every woman wants to look like that today, and it is helping sales."

Of Samples and Scents

The average buyer is frank to admit that the sale of samplers is of more importance than she originally anticipated. In suburban areas, where sales totals may soon equal those of the 'mother' store in the city's major shopping center,

the sampler is highly important. Women like the idea of the small amount of perfume and several fragrances, the bottle small enough to carry in an evening bag, and the sampler box a desk accessory.

Aside from these uses it has also directly stimulated sales of larger containers. While it may be true that men buy 85 per cent of all perfume sold—as one manufacturer announced over the air in an interview—the women dictate the fragrance they want.

In colognes, the sale of liquid still exceeds that of the stick, even in a promotion of the latter. The liquids have also promoted the sale of more atomizers and the small gay ones are favored by many women who believe that too large an atomizer permits a fragrance to evaporate. Last month there were specials on certain types which buyers consider a "winter" fragrance in an effort to put in new

stocks of summer florals. Yet all-year sales show florals to be first in volume. Fragrance in bubble bath is important.

Promotions

"Without a promotion one has difficulty in selling", was the comment of a Kansas City buyer. "Promotions are as important in selling today as is the merchandise offered."

Other buyers throughout this area placed promotions as the first aid to any cosmetic department's sales program. These maintained business for the first quarter and, it is generally believed, they will be essential for the second quarter. A promotion in this area is a full page ad, smartly illustrated and offering four to six items. Used once or occasionally twice a week, it maintains a flow of business, never at any time large, but in the aggregate important for the week.

Radio Promotion of 'Bottlettes' Scent Packages Runs Into Better Business Bureau Complaints

MAGGIE FLEMMING

Buffalo—Perfume suffered a jostling around here in Buffalo this past month. The cause was a fast-pitch, week-long radio promotion of a packet of 24 bottlettes of scent, two each of 12 top brands, which sold for \$2.00 plus C.O.D. charges. Promoted exclusively by radio . . . with hard-selling, immediate-action commercials . . . the packets could be secured by phoning in to the radio station on which the commercial was heard. Special switchboards handled the calls and serviced the orders. Four of Buffalo's five top radio stations participated, and orders swept into each of them with the surge of a flood. This same promotion had already been conducted with excellent success in other parts of the East. Details of the entire operation were covered in an article appearing in the February 8th issue of *Printer's Ink*, entitled "5-Month Radio Campaign Pulls 8 Million Dollars in Phone and Mail Orders . . . Does Bang-up Sampling Job for 12 Perfume Makers".

Customers Complain

Though thousands of the packets were sold within the first two to three days in Buffalo, the whole project suddenly hit a snag. Several purchasers of the packets complained to the Buffalo Better Business Bureau, maintaining that the packets were misrepresented in the

radio advertising and failed to meet their expectations. Investigation revealed markings on the inside of the packages which indicated they were packaged originally to sell in department stores for 83¢ plus 17¢ tax—or a total cost of \$1.00. (From all we could learn, this national department store tie-in fell through so the owner of the packets, the Perfume Sales Co. of New York, devised this radio stunt as a means of selling them.)

Unfavorable Publicity

The discrepancies of the situation were headlined in local papers, the \$2.00 "bargain" being noted by the Buffalo Better Business Bureau as worth only 60¢. This was unfortunate for the news story failed to take into account the fact that even though the perfume itself may not have been worth more than 60¢—the expenses involved in its radio advertising, special switchboard handling of phone orders, etc., all had to be encompassed in the eventual price of the item—plus, of course, the tax which was also included.

The bottlettes themselves contained a single application of each scent, but apparently this fact was not made too clear in the first radio plugs. This was remedied on remaining radio commercials, and the word, "ampules" was substituted for "bottlettes" at the request of the Better Business Bureau. Though

the Perfume Sales Co. of New York launched their packet under an ironclad money-back guarantee for any dissatisfied customers, and honored these Buffalo complaints, the total promotion left a regrettable taste around town . . . a taste that could have been easily averted with better integration of public relations.

Make-Up, Cream Specials, Group Samplers Sell

LEE MCKENNON

New Orleans—Customers here are demanding a make-up that will stick, thanks to the seasonal brisk winds.

Max Factor's Pan Stik is selling due to its convenient purse-size container and its lasting qualities, one buyer says. Still another buyer reports Germaine Monteil's *Anatome Fluid Makeup* is an active item, especially in the \$5.00 size. She says the advertising campaign in the local papers pulled very well. She has noticed customers usually buy the \$5.00 size first, then take the \$8.00 size when they need a new supply. Helena Rubinstein's make-up expert at still another store is doing very well, demonstrating and selling her foundations, creams, powders and lipsticks, the buyer happily reports. Representatives definitely give impetus to a line, even a well-established steady-selling line.

Corday's small-sized scents are extremely dear to the heart of the buyer who had just sold out of the 4-fragrance stick cologne package and reordered. Another Corday item which is very popular is the purse trio which includes 3 small bottles of liquid scent with a metal container for carrying the bottle in the purse. Buyers agree that in group packaging the package seems to move faster if the included items are small and the unit sells for a reasonable price. This is also borne out by the popularity of Helena Rubinstein's *Stay-Long Lipstick Shade Sampler* which is going very rapidly.

Specials continue to be successful. Dorothy Gray's special \$2.25 *Salon Cold Cream* for \$1.25 and her *Dry Skin Mixture* special \$1.00 limited time only, moved quickly as usual, this season.

Cosmetics for stockings are new but the buyer says she is selling a nice volume of *Nettie Rosenstein's Nylon Shampoo*, a liquid for sudsing out stockings.

Top Department Store Ventures Open Sales Rack; Perfume Samplers, Except Gourielli's, Fail

DON COWLING

Los Angeles—J. W. Robinson Co., one of the country's top department stores, is experimenting with open displays for drug and toiletries sundries. The section is set against a wall, and while the racks are the same as those in a grocery or a pine board drug store, a salesgirl hovers in attendance. There has been so much discussion of the inroads rack toiletries displays in supermarkets have made into department store toiletries sales that now something is going to be done about it. One of the nation's top department stores is going to fight fire with fire. In view of the activity on fair trade, this experiment becomes doubly interesting. We shall check on progress and report on it later.

From the good results of sampler perfume promotions last fall it was generally supposed that they would be active, considering the change of season, at this time of year. But out here, at any rate, they fell flat after the first of the year. The only one doing much is Gourielli's Eau de Parfum, which has been selling well at 6 dram vials for \$1.00.

However, the only subject buyers want to discuss right now is the F.T.C. ruling. Not many of them are set on that, and until they are they

are not ready to plan promotions or go all out on any kind of item. Until the points that are bedeviling toiletries buyers have been cleared out manufacturers might as

it, both as a sample item with other Coty products, and later on its own.

A far greater hope, however, is placed in Rubinstein's coming contour-lift film, which is to be a day-and-night firming agent with temporarily wrinkle-removing qualities. It's that last that will wow



The Choldun Division of Arrow Labs., Inc. brightened its recent sales meeting with a party at the Copacabana night-club in New York, N. Y. Shown are, from left to right, Henry Dunn, secretary, Dick Papot, sales engineer, H. L. Vaniman, Wm. Osborn, Gordon Mitchell, Bud Loosemore, all sales representatives, Eric Eichwald, vice-president, Dave Oles, treasurer, Walter McKim, export manager, Ben Charles, general manager, Bill Rocklen, assistant sales manager, and Seymour Millerman, advertising manager.

well hold their new items and their promotions. Most buyers out here are looking ahead to the time when the situation will be sufficiently clarified so that they can get their minds back to merchandising and selling.

Rubinstein Lipstick Sampler, John R. Powers' Liquid Line Highlight Timid Turnover

MARY LINN WHITE

Cincinnati—Early spring business was nothing for the toilet goods men to mention to their bosses, though most of them managed, one way or another, to meet their figures from the preceding year. One of the chief helps in doing it was Helena Rubinstein's lipstick sampler, which sold in great quantity.

One buyer explained the sampler's success this way: "Believe it or not, after all the educational work that needed to be done, there are still women who need that chart on the back, telling them what color of dress calls for what shade of lip color. They hesitate to buy a whole, full-cost lipstick which they might find wrong. Many of them wear an odd color only for a rare occasion. Particularly the young kids go for the samplers. They like to experiment. The older women often buy the same old

shade, season after season." (Alms and Doecke)

The large promotion staged in behalf of John Robert Powers' line of liquid cosmetics by Pogue's was termed most successful by the store. Though the line has been available exclusively at another store for several years and though the idea of liquid make-up is no longer new, there was a continuous crowd of purchasing customers attracted by the demonstration. Ads and news stories in the three dailies helped, and TV appearances tied in with the push. Another liquid make-up doing well at Pogue is Jacqueline Cochran's "Flowing Velvet", for which there is a steady and strong demand.

The Coty people, seeing the immense popularity of the liquid powder bases, will come out with one of their own soon, much on the order of Rubinstein's or Revlon's. The stores expect big success with

them in this town. A few years ago, without a big firm name behind it and with very little local and no national advertising, an item which promised wrinkle-removal for a period of eight hours sold like wild-fire here. A six-inch newspaper story which mentioned what it would do, but not its name (which was Trill) brought a deluge of 700 phone calls to that paper. The calls came in months later and one, even two and a half years later.

Now, with Rubinstein's name and the promises she makes, this new item will undoubtedly raise many a buyer's figures for the month, especially since they all plan some sort of promotion. Price, it's predicted (\$3 and \$5), will be no barrier, as the aforementioned pink liquid sold for \$2.75 for a very small bottle and sold plenty. Too, a similar product, Denney's invisible chin-strap, goes right on selling away at \$5 a crack.

So far it's too early to say whether Shadow Wave, the easy-do home permanent, will be as great a success here as elsewhere. Only a couple of ads have been run, but response was good. Hair things usually do very well here, whether for coloring, curling, or thickening. The poodle cut has "caught on" and that makes frequent permanents very necessary, so that may be an additional factor in increasing all home permanent sales.

Dallas Sales Sparked by J. R. Powers, Dorothy Gray, Frances Denney, and Shadow Wave Promotions

JEAN ROBERTS

Dallas—Since Easter is not a big cosmetic season in Dallas, most stores have not planned any promotions for that season. Only one specialty store indicated that it had set up any campaign at all to capture any extra seasonal business.

Anniversary Promotions

During the past month, two major department stores have had extensive anniversary sales. Cosmetic counters profited both from tie-in advertising in radio, newspapers and windows, and by store traffic.

Tiche-Goettingher celebrated its 50th anniversary; A. Harris & Co., its 65th. Department heads offered several lead items with good results. Most effort, however, was centered on attractive and sales worthy counter displays. In each case a careful study was made of what items had the eye catching and mass appeal.

A. Harris counters produced extra sales despite the fact that the department was in the midst of an expansion program which will almost double the size of the area. Opening day for this new section, which will have new decorations, fixtures and counters, is set for the week of April 14.

Beauty Strap Pulls

One of the most successful promotions of the past weeks reported by this store was Frances Denney's 'Invisible Beauty Strap', a \$5 item which produces an amazing number of sales. Promotion was handled through editorialized ads in the newspapers, radio, a mailing piece and windows.

A mailing piece on Chantilly's Liquid Skin Sachet and Toilet Water package continued to pull customer's for many weeks.

Sanger Bros. has taken advantage of this between-seasons interim to bring in manufacturers' representatives. Most successful was the John Robert Powers clinic which presented a make-up authority and demonstrations by Powers models on the floor of the store. This was tied in with newspaper and radio advertising and a set of display windows.

Despite bad weather a Dorothy Gray Beauty Clinic also brought many customers into the store. Five demonstrators from the home office were in the store for this clinic. The amount of merchandise moved

as a result of this event was most encouraging, according to the buyer.

Another good promotion which was sparked by a manufacturer's demonstrator was for "Shadow Wave", the new home permanent.

Department Stores' 1951 Drug Cosmetics Net 5% over 1950's

Sales of cosmetics and drug sundries by department stores in 1951 were five percent higher than such sales in 1950.

December 1951 sales of cosmetics and drug sundries by 327 department stores were one percent above such sales in December 1950 which, in turn, recorded sales four percent above December 1949.

The value of department store stocks of cosmetics and drug sundries at the end-of-December 1951 was one percent higher than at the end-of-December 1950 which, in turn, had been eight percent higher than values of stocks at the end-of-December 1949. In relation to sales of cosmetics and drug sundries during December 1951, department stores had on hand, at the end-of-December 1951, about 1.4 months' supply of cosmetics and drug sundries, the same amount as at the end-of-December 1950.—*N.B.B.M.A.*

F.T.C. Attacks Distributor's Advertising as Misleading

The F.T.C., in a complaint against a perfume distributor, charges the latter with advertising that his perfumes and toilet waters are compounded in France, while actually made from domestic ingredients. According to the F.T.C., the deception was accomplished through the use in advertising and on labels and invoices of brand names consisting of French words, and pictures of the Eiffel Tower and the words "Greetings from Paris" in advertisements. The distributor denied that he represents the perfumes and toilet waters as made in France, and claims that they are made from imported French oils.

The F.T.C. also attacked distributor as representing that a substantial amount of 24 Kt. gold in certain of his perfumes made their fragrance last longer. The distributor denies that he currently makes such a claim, but does assert that it

has a beneficial effect on the perfume. He also took issue with the F.T.C. allegation that the gold content of his perfume is "infinitesimal."

The distributor has also denied F.T.C. complaint that an offer to sell a package with three bottles of perfume, with a fourth one free, for a limited time at a specified price, was misleading. The F.T.C. charges that the offer isn't on a limited time basis, and that the necessity to purchase three bottles to receive a fourth one, failed to make the latter "free."

British Retailer's "Avenue of Cosmetics" Successful

An avenue of cosmetic shops along one wall of Lewis's Ltd., Glasgow, England, has turned out to be such a successful arrangement that other units in the group are adopting it. Designed originally as a Christmas trade feature the avenue consists of four separate shops side by side, each devoted to one particular maker's products, and staffed by an assistant trained in the technique of that firm.

Although a uniform type of layout is used in the four—each having a small front counter, rear shelves and complete open vision—the distinctive colours and brand motifs of the makers are used on their own section of the avenue.

Macy's Attacks Fair Trade Law Before House Subcommittee

An economist for R. H. Macy & Co., New York department store, accuses fair trade laws of raising prices. In testifying before the House judiciary subcommittee which is considering legislation to restore fair trade laws to their former effectiveness, Q. Forrest Walker asserted: "Public policy requires the protection of millions of customers, not the self-interest of a handful of manufacturers and retailers." Referring to fair trade laws, he stated: "They are unenforceable, if only by reason of the American consumer's insistence on his right to buy at the lowest price he can find."

Others attacking fair trade laws included Samuel Rosenthal, Richmond, Va., druggist, and Dr. Joseph M. Klamon, professor of marketing at Washington University, St. Louis. Mr. Rosenthal submitted a list of 208 items, including toilet articles, which he asserted retailed for \$945.10 in the 45 fair trade states, \$740.86 in the remainder of the United States, which does not come under such statutes.

NEW PACKAGING and PROMOTIONS

LANCÔME SALES, INC. announces that the price of Magie, its French perfume, ranges from \$7 to \$60, in sizes from 1/4 to 2 ozs. The Baccarat



Lancome's \$60 Baccarat Satin Luxe

Satin Luxe 2 oz. package sells for \$60. Qui Sait and Tropiques will also be distributed.

MCKESSON & ROBBINS has scheduled a full-color advertising campaign for its Tartan suntan lotion in ten national magazines, via radio and television spot announcements, and an intensive publicity drive. The products will also be introduced in a new plastic 4 oz. squeeze bottle, with a decal label. The product will sell for \$1.25.

RICHARD HUDNUT's Stim-Stick is an after-shave lotion in stick form. Packaging is black-white-and-gold; the price is \$1.25. A Hudnut Special consists of Children's Home Permanent Refill and a 2 oz. bottle of Creme Shampoo, in a yellow display boot, at \$1.75. Home Permanent Refill Kit and a 2 oz. bottle of Creme Shampoo will retail for \$1.50, starting May 1. Another combination package, an 8 oz. bottle of Creme Shampoo and a 2 oz. bottle of Creme Rinse, will sell for \$1 in June.

HOUBIGANT has slated a special package of toilet water and stick perfume for Mother's Day and pre-summer sales at \$2.75, the price of the toilet water alone.

HOUSE OF HOLLYWOOD, aiming for drug and department store outlets, will launch an advertising and pro-

motion campaign. National women's group publications and radio will be used. Heretofore, distribution centered around syndicate and variety stores.

MENNEN CO. will promote its line of baby products, including oil, soap, powder and cream, with extensive advertising, including 64 newspapers in 52 cities, and 18 consumer magazines. The products will also be promoted through its Twenty Questions television show.

PARFUMS CHARBERT will introduce Cologne Stick Trio in its women's line. Containing three 1/2 oz. cologne sticks in different fragrances, it will sell for \$1.50. In the



Charbert's Morning Bracer

men's line, Morning Braces is a special introductory offer consisting of 2 ozs. each of aftershave lotion, eau de cologne, and a tube of brushless shaving cream. The bottles are glass with alligator-grain paper labels, to match the Charbert flask. The limited time retail price is \$1. Charbert also intends to introduce a new 1.5 oz. after-shave stick at \$1. It will be packaged in glass with a plastic cap.

PEGGY SAGE will promote its newest spring pink, Proud Beauty, with magazine and newspaper advertising. It comes in lipstick and nail polish. A special Proud Beauty package, a flower cart made of ish in white styrofoam. It sells for white wire, holds lipstick and pol- \$1.95.

LUCIEN LELONG is launching a new spring line, Harem, in matching lipstick, face powder, pressed face

powder, make-up, called Cream Wafer Quick Change, and liquid make-up, called Quick Change. The lipstick is orange-red, the make-up suntan shade. The latter is packaged in white with gold crescent and star.

AZIZA will introduce Clinging Vine, a green mascara, at \$1.50.

FIVE DAY LABS. offers the 59 cent jar of 5 Day Deodorant Pads and the 25 cent size bottle of Kreml Shampoo for 59 cents.

PAN AMERICAN LABS. will expand distribution of Benephyll, a chlorophyll mouthwash, to several eastern areas following Florida market tests. Advertising will cover newspapers and television.

JOHN HUDSON MOORE, INC. offers a new gift package, Sportsman Country Club Set, pairing Toddy Stick solid after-shave lotion and D-Bar solid deodorant, in a miniature green and tan golf bag with mock golf clubs and a gift card in the form of a Pro Golf Shop identification tag. The set will be introduced with national magazine advertising, keyed: "Tee-off with Sportsman Good Grooming Sticks." It will retail for \$2.25.

New John Hudson Moore men's package





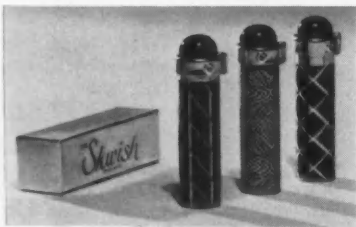
Ayer's entry for shadow control

HARRIET HUBBARD AYER is introducing Ayer Magic, a highly reflecting cream designed to lighting shadows, dark circles, and hollow areas for a more youthful look. Consistency keeps it localized. Application is said to take from 20 to 45 seconds. With a rubber sponge, it sells for \$2.50.

COLGATE - PALMOLIVE - PEET CO. is planning to distribute its Veto deodorant in a spray container this spring. It is now being test marketed. Colgate Chlorophyll toothpaste is also being tested. The concern is reported to be ready to market shaving cream in a spray container.

WHITEHALL PHARMACAL CO. plans to distribute Princess Eve Chlora Stick, a new solid deodorant using chlorophyll. Marketing tests, using newspaper and radio advertising, are underway.

THE SKWISH CORP. is distributing a lipstick-size atomizer. It operates in any position by pressing on the



Miniature atomizers

rubber top. The glass flacon, enveloped by brass, is easily refillable.

Skwish, in a flannel carrying case, sells for \$1.25.

WRISLEY CO. offers summer soap assortments as part of their 90th anniversary promotion. The summer promotion will also include special trade deals on other toilet goods.

R. B. SEMLER, INC. is promoting a 59 cents combination package of Kreml hair tonic and cream hair dressing. Thirty newspapers, 20 magazines, and a Sunday weekly are being used.

BOURJOIS, INC. is marketing Hide 'N Seek, perfumed pads to fit the upper part of stockings.

JOHNSON & JOHNSON introduces a new plastic squeeze baby lotion package at 59 cents.

PARFUMS CORDAY is launching Purse-Trio, three bottles of eau de



Corday's eau de toilette sampler

toilette and a golden purse-case, into which any of the three bottles fit, packaged in a grey and gold suede box. The price is \$2.50.

CHARLES OF THE RITZ is introducing two new make-up shades for the first time in five years. They are Bright Pink and Titian.

HAZEL BISHOP is promoting two new shades, Real Orange and Pastel Pink.

L'ORLE is marketing Bachelor Club, a new men's line featuring after-shave lotion, cologne, and cologne stick.

PUREPAC CORP. is launching Chloramint, its chlorophyll mouth-wash, with magazine and newspaper advertising. The product was recently introduced in the New York area with free samples. It comes in a

12 oz. green bottle with white cap and sells for 57 cents.

PROCTER & GAMBLE CO. offers a 15 cent merchandise coupon with each large tube of Prell shampoo. The coupon is good for any hair care product in the drugstore. The dealer is paid full value for each coupon, plus 1 cent for handling.

GERMAINE MONTEIL is introducing Frou-Frou spring eau de cologne and dusting powder. Both come in white boxes with gold signatures. An oval box with a sifter top and a puff in the lid holds the powder.

OCULINE CO., INC. is distributing Eye Pads exclusively through department stores. A milk white jar contains 80 pads, for 40 treatments, and sells for \$1.50.

ASSOCIATED BRANDS is conducting a \$500 children's contest on its Kidmetics bubble bath. It revolves around a coloring book, which is available in special dealers' package deals, together with counter cards and window streamers. The promotion is supported by television, radio, and Sunday weekly and magazine advertising.

PATRICIA STEVENS beauty aids, valued at \$39.50, are being given to any purchaser of a Thor washer, and a \$2.25 Lilt permanent wave kit to every woman who watches a 10-minute dealer's demonstration.

HELENA RUBINSTEIN offers a plastic kit, with one black and one blue



"Pink and Fair" and "Sunny Coral"

tube of waterproof mascara, two brushes, a container with blue eyeshadow, and an eyebrow pencil. The kit closes into a roll. The price is \$2. "Pink and Fair" and "Sunny Coral" are new lipstick and nail polish hues. Rubinstein's "Shade Sampler" lipstick package indicates the exact shades of the lipsticks on the cover through Gair sheet-led gravure printing.

LADY ESTHER will undertake a \$1,000,000 newspaper campaign.

PEARSON PHARMACAL CO. is sponsoring Police Story, a new weekly half-hour CBS television real-life drama, in behalf of Ennds chlorophyll tablets and Eye-Gene eye drops.

RICHEL COSMETICS, a Dagget & Ramsdell subsidiary, presents vio-



Richel's violet-scented line

let-scented toilet water, bath powder and talc.

ANATOLE ROBBINS will introduce Universal Lipstick in one shade for blonde, brunette, redhead, day and night wear.

REVLON is marketing its Aquamarine lotion in a translucent plastic squeeze bottle.

THE HOUSE OF WESTMORE is promoting Tru-Glo, its new liquid make-up, with an intensive magazine advertising and merchandising spring drive. The product sells for 59 cents.

SCHICK is marketing Pre-Shave Lotion, for use with electric shavers, at 79 cents per 3 oz. bottle.

STERLING DRUG INC. is promoting its special offer of two 50 cents-size tubes of Phillips' Tooth Plaste at 63 cents, using radio, newspapers and magazines.

DE HERIOT is marketing Garden of Miniatures, a flower pot with hand-made flowers, containing five half-dram vials of perfume. It retails for \$2.50. Heriot is also introducing Breath Takers, 100 chlorophyll pellets in a vial at \$1. They are claimed to be the only chlorophyll product flavored with perfume.

STANDARD INSOLE, INC. is distributing Chloro-Ped insoles. The upper-side is dark-green fabric impregnated with chlorophyll, the base is a lighter green foam rubber. A

moving window display will show the soles in action. They sell for 49 cents per pair.

BOURJOIS is marketing Perfume Corsage at \$1.25.

OGILVIE SISTERS has boxed nine hair products into three boxes. Each box, with \$3.50 in merchandise, sells for \$2.75 for a limited time.

YARDLEY is using a newspaper campaign, the first in several years.

SHULTON is tying in its Garden Toilet Water with the Diamond Hosiery Co. A 3/4 oz. size of the bottle will be given free with every three-pair purchase of any of four style heels of hosiery.

RILLING-DERMETICS is undertaking an advertising campaign featuring S. A. Cleanser. Dealers are offered a



Combination counter-display and shipper

counter display unit, holding six 8 oz. bottles of the cleanser, counter cards, tear sheets, newspaper mats, and window displays. The new Dermetics spring and summer shade is called Cherrie Pie Pink. It comes in lipstick and rouge, each selling for \$1. Dermetics is distributing a counter-display, holding six 2 oz. bottles of Blushing Hydro-nized Beauty Oils, which becomes its own shipper when folded.

MARIE EARLE introduces Masque Glace, a make-up foundation cream. It comes in a box containing eight small tubes, each tube containing enough for two or more treatments, thus preventing drying out and providing maximum portability. Each box sells for \$3.

MILLOT is introducing three of its French floral colognes into the U.S. The price is \$3.75 per 3 1/2 ozs.

LENTHERIC'S Icicles have been re-packaged in tin-foil covered cardboard cylinders in glass bottles.



Lentheric's Icicles

Singly 85 cents, Deep Freeze, a snowflake sprinkled box, holds three and sells for \$2.25.

PRODUCTS DE BEAUTE, INC. introduces six new Esme of Paris perfume packages, each containing, in addition to the 1/2 oz. or 1 oz. container, a gardenia flower, a 1 dram non-spillable filled bottle, plus a funnel to refill, without additional charge. The packages retail from \$10 to \$18.50 per 1 oz., from \$5.50 to \$10 per 1/2 oz. The same fragrances also come in 3 oz. spray perfume packages, which in addition contain a dram matched perfume in a non-spillable bottle. The price per package is \$3.50. Newest fragrance in the Esme of Paris line is High Heels.

ERNO LASZLO cosmetics are packaged in all-plastic containers with a black urea square Beetle closure with a cameo on top. Under it is a functional, standard round, threaded closure.

Typical Laszlo container



Imported
from
France



The finest natural raw
materials for your
Perfumery, Soaps
and Cosmetics . . .

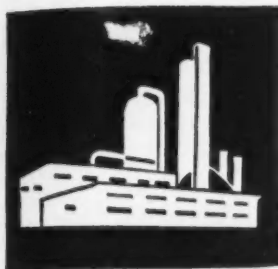
**Oil Rose
Rectified P. R. C.**

This fine imported product is a completely natural distillation of the Rose Damascena. It is extracted according to the process formerly employed in our Bulgarian distillery.

The recent world-wide tightening and irregular supply of Bulgarian Otto have given considerable attention and added importance to Oil Rose Rectified P.R.C. Its excellent quality and dependable supply have made it extremely valuable to essential oil houses and perfumers alike.

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Soaps



Use of Linseed Oil Fatty Acids

How and why linseed oil fatty acids offer advantages over soya bean oil fatty acids in the production of high grade soap products. . . . Points to consider in making floor scrub soaps

PAUL I. SMITH



Paul I. Smith

FOR many years floor scrub soaps have been based on linseed oil potash soap, but when linseed oil hardened in price, many producers turned to the cheaper soya bean oil as an alternative. Today the position is rather different as linseed and soya fatty acids are now equal in price and the use of linseed is, therefore, being increasingly specified for many high grade soap products. To those who are considering the advisability of using greater quantities of linseed fatty acids or switching from soya bean to linseed, the following points may be worth considering:

1. Their low titer is of great assistance in preventing liquid soaps from hazing at low temperatures. This means that such soaps have a better shelf life, and when used as a basis for products sold to the public, are more attractive in appearance.
2. By use of linseed fatty acids the soaper is able to make soaps of high anhydrous soap concentrations which renders possible a worthwhile reduction in freight charges.
3. Linseed oil fatty acids give a lighter coloured soap than most other fats used for scrub soapers, etc., moreover, the linseed soaps show no tendency to darken and thereby appear "off grade."
4. One criticism of soya bean soap has always been that it lacks the full lathering properties of linseed and other fatty bases. It is important that soaps should

lather freely and possess quick detergent ability.

5. Linseed soaps are rather more soluble in water than those made from soya bean and, therefore, easier and quicker to use. It follows, also, that such soaps are easier to remove from washed floor surfaces by rinsing than those of lesser solubility.
6. Linseed fatty acids give a soap of less viscosity but greater soap concentration than the soya bean acids. This is an advantage to the manufacturer who prefers a product of medium rather than high viscosity as it is easier to handle and also to modify by means of various additives.
7. A further advantage of linseed oil fatty acids in scrub soap is that the presence of a little free fat in the soap is definitely beneficial to linoleum and composi-

tion floor surfaces as it improves the finish and is able to neutralise any free alkalies which may be present. Whereas some fatty bases, such as soya bean, tend to leave a greasy film on the floor, the linseed is free from this objection and is, in fact, absorbed by the linoleum.

8. Soaps made from a linseed base blend exceptionally well with such common additives as potassium carbonate and trisodium phosphate and they have no undesirably masking effect on pine oil or other perfuming ingredients.

Although linseed oil has, in the past, been used almost exclusively for floor scrub soaps sold in bulk to institutions, it is a fact that the pure linseed oil fatty acids are also suitable for making many retail liquid soap lines. By using the pure acids instead of the natural oil, the soaper is able to exercise a more careful control over production. There is no variation in batches and uniformity of quality can be maintained. With the acids there is no need to leave the soap to settle for several days so as to allow impurities to fall to the bottom of the container. When pure fatty acids are specified the liquid soap has a better colour and contains no trace of mucilaginous substances or other impurities.

Linseed oil fatty acids are, of course, more expensive than the natural oil, but taking into consideration the above facts it is, for many

processes, easy to justify their use on grounds of real economy.

When purchasing linseed oil fatty acids it is essential that quality should not be sacrificed for price. It is bad business to buy anything but the best commercial grades.

For the guidance of potential buyers it can be said that suitable grades of linseed oil fatty acids for liquid soaps should have the following characteristics:

Acid number 197-204
Saponification 197-204
Iodine No (Wigs) 155-160
Colour (Gardner) 6-10 max.

Choosing a Perfume for Liquid Soaps

ONE of the chief headaches of the soaper making perfumed liquid soap is to ensure that his product is sparklingly bright, crystal clear and glass-like in transparency yet at the same time economical to manufacture. It so frequently happens that perfume ingredients tend to cloud the soap and render it necessary for expensive filtration processes to be employed. In choosing perfume oils and other scented additives it pays, therefore, to take particular care that the following points are noted.

1. That even with dilute liquid soaps, i.e. concentrations as low as 15%, the additive does not cause any turbidity.
2. That the perfume does not lose its fragrance or suffer any noticeable change during the inevitable ageing of the soap.
3. That the perfume has no ill effect on the shelf life of the soap.

Grape Seed Oil as a Soap Making Material

NOW that greater thought is being given to the recovery of grape seed oil it is of interest to consider its use for soap making. In Europe this oil has for many years found uses in food manufacturer and to a smaller extent in soap production, particularly for liquid soaps. Grape seed oil is a semi-drying oil which resembles soya bean oil. The highly refined oil from American sources has an iodine number from 105-160 and consists of an oleic acid range from 10-34.5% linoleic acid from 54 to 71% and linolenic approximately 2.1%. In modern works practice in the U.S.A. the oil is recovered

in hydraulic presses, neutralized with caustic soda to remove free fatty acids and other impurities, bleached with activated clay and carbon and deodorized by high vacuum steam distillation at 6 mm and 450 deg. F. The oil finds its main use for edible purposes but a less highly refined grade may one day be available for specialised soap manufacture.

Household Soap Trends

THERE are surveys, and surveys, and among them the studies of the A. C. Nielsen Co. hold a pre-eminent position. The work is based on actual accounting studies carried out in a large number of carefully chosen stores, and the results, generally available only to the clients, disclose sales and inventory trends by brand name, geographical location, and many other variables. Because the results are so reliable, they are worth more than passing attention, and that is why we call special attention to the study of household soap trends presented to the American Soap and Glycerine Producers by P. J. Stomberg, a Nielsen vice-president. The report is filled with so many important facts that it is difficult to extract a few. Synthetic detergents, as might be expected, continue to increase in popularity, at the expense of other household soap. An estimated 17% increase in the synthetic detergent sales from 1950 to 1951 (based on tonnage) can be contrasted with the total household soap sales, including synthetic detergents, which decreased during the same period by 3%. The total soap sales from 1950 to 1951 rose, on the dollar basis, by approximately 8%, while dollar advertising schedules rose 26%. Finally, a word on prices. The average food price index of the Bureau of Labor Standards shows an increase from October 1948 to October 1951 of 7%; the toilet soap prices declined during this same period by some 11%; and packaged soaps and detergents declined 10%. With the American consumer extremely price-conscious, this favorable movement of the retail soap market should be driven home in every possible way. Nothing can make such excellent public relations, which in the final analysis results in better sales, than to hammer away at the achievement of having kept prices lower and lower during inflationary years.

News of the Industry

Canadian Soap Figures Indicate Trend to Increased Production

Canadian factories produced 231,894,000 pounds of soap with a factory selling value of \$38,656,000 in 1950, an increase of 17,259,514 pounds and \$419,017 over 1949's 214,634,486 pounds and \$38,236,983, the Canadian Bureau of Statistics reports.

More soap powders and more toilet, shaving, liquid, textile and mill soaps were produced in 1950, but figures for soap chips and flakes, bar laundry and household soaps, castile and soft soaps showed declines from the previous year.

In 1950 a total of 142 factories in Canada made soaps, washing compounds or cleaning preparations as their main products, and production from these works was valued at \$66,048,105 or 5.8 per cent more than the output value of \$62,398,211 from the 1943 establishments in 1949. Employees numbered 3,735 compared with 3,637 in 1949, while salaries and wages rose to \$10,339,733 from the \$9,373,882 total of the previous year.

Glycerine Supply Seen Secure

A glycerine supply situation which will permit effective advance planning without user concern as to "emergency" alternatives is foreseen for 1952, on the basis of current stocks and production trends. The 1951 production level of 211.3 million pounds, though some 7 per cent less than 1950's all-time high, proved adequate to meet both normal and special defense requirements. Synthetic glycerine production in 1952 will assist in maintaining a situation in which buyers can avoid "subject-to-change" specifications for their glycerine-containing products.

Consumer Squeeze Cuts Soap, Detergent Sales in Britain

Sales of soaps and detergents in Great Britain fell in the last months of 1951. The reduction in volume is seen as the result of reduced buying power and increased consumer resistance.

Competition among manufacturers is reported to be heavy, but rather than soap versus detergent lines, since the majority of the detergent manufacturers have also soap interests. Main detergent producers are Hedleys and Levers.

J. B. Williams Co. and Semler, Inc. Merger Proposed

Directors of J. B. Williams Co., Glastonbury, Conn., and R. B. Semler, Inc., New Canaan, Conn., have voted to merge the two firms under the name of J. B. Williams Co. The proposal will be submitted to the stockholders of both companies.

British Cooperatives Fight Soap Interests

The cooperative soap trade in Britain is entering the lists to prevent the British and American groups from taking over Cooperative outlets. Cooperative soap makers make a strong point of their success 30 years ago against the efforts of the Lever group to secure control of Cooperative soap trade. They are again massing for the battle, with American soap interests (in the form of British subsidiaries) also against them.

The 'soapwar' which has been waging between the major companies for a large part of the postwar years will thus be enlarged. It becomes not only a British-American battle, but a British-American-Cooper active battle, with the hundreds of Cooperative societies are independent units interested as much in showing a profit as in maintaining Cooperative principles.

Oil Chemists Society Course Includes Four Plant Visits

Four plants will be visited as part of the American Oil Chemists Society short course, held in cooperation with Rutgers University this summer. These have been scheduled for July 7, 8, 10 and 11. Plants to be visited are Lever Brothers, Edgewater, N. J., J. Howard Smith, Port Newark, N. J., Woburn Chemical Corp., Kearny, N. J., and Colgate-Palmolive-Peet Co., Jersey City, N. J.

Patent Publications Carry Toiletries Patent Data

Patent Publications has publications on the following patents, listed as C-1 at \$5, available: antiperspirants, coloring matter, cream bases, deodorants, dry cosmetics, emulsions, finger nail preparations, fixing agents, grease paints, hair preparations, insect repellents, lipsticks, liquid cosmetics, medicated cosmetics, miscellaneous

cosmetics, montan wax, rouge, skin lotions, skin protecting creams, skin treatments, soaps, toothpastes and vanishing creams.

Also available are publications for more than 30 patents, listed as C-2 at \$2.50, featuring new sunburn preparations, sunscreens, and ultraviolet light filters. The address of Patent Publications is Box 4094, Washington 15, D.C.

Detergents Distributor to Stop Non-Factual Soap Use Claims

A detergents distributor has entered into a stipulation with the F.T.C. whereby the company will cease claiming that its detergent and water softener reduces the use of soap by half or by any other amount not in accord with the facts, that its product will remove oil and grease from a concrete floor, and that it will make upholstery look like new or restore the original colors to soiled rugs.

O.P.S. Clarifies Place of Allowances in Ceilings

The Office of Price Stabilization has clarified how manufacturers' ceiling prices to wholesalers and retailers under General Ceiling Price Regulation may be modified by advertising and promotion allowances. According to the agency, in some cases such allowances constitute a price discount, which must be continued if the manufacturer gave such an allowance during the base period from which his ceiling prices are computed.

If such allowances were in reasonable payment for services rendered to the manufacturer by the retailer or wholesaler, such a reciprocal relationship may be discontinued without violating ceiling prices, since—in effect—they were not price discounts.

Leipzig Fair to be Held September 7 to 17

For the first time in its history the Leipzig Fair will be held in the autumn as a combined technical and samples fair. There will be 15 fair palaces in the center of Leipzig, Germany, September 7-17.

N.P.A. Sees Good Supply of Insecticide Ingredients

Most of the ingredients used in the manufacture of insecticides—with the exception of pyrethrum—are in good supply, according to N.P.A. officials.

Fair Trade Protects Small Retailer L'Hommedieu Testifies

"Fair Trade protects the small retailer from predatory price practices of other merchants," Paige D. L'Hommedieu, member of the Executive Committee of Johnson & Johnson, said on February 7 in testimony before a Subcommittee of the House Interstate and Foreign Commerce Committee conducting hearings on the McGuire Fair Trade Bill. "Furthermore," he said, "under Fair Trade the ordinary consumer gets what he wants at a more favorable price without being exposed to the deceptive practices of the price-cutter."

Mr. L'Hommedieu related a number of experiences regarding price-cutting that he and the sales force of Johnson & Johnson had encountered in the years before state and national Fair Trade legislation was enacted. He cited a number of instances where price-cutting by one or two retailers on such nationally-known products as Johnson's Baby Powder, Tek Toothbrushes, and other Johnson & Johnson products had forced small neighborhood retailers to put these items "under the counter." These neighborhood retailers did not have the financial resources to compete with the large price-cutters on these "loss leader" items; and furthermore, he said, they did not wish to engage in the deceptive practices which must be followed by these price-cutters.

He told of many cases where price-cutters would advertise cut prices on well-known brands but then would be out-of-stock early in the day on these items and would try to shift prospective purchasers to other lesser-known brands at higher prices. He also pointed out that the confidence of the customer in his neighborhood retailer and in the manufacturer of the well-known brands was badly shaken when he heard of these products being sold at ridiculously low prices by the downtown price-cutters. The customer, he said, just doesn't realize that the price-cutter is selling these items well below his cost in order to attract him into his store. When the price-cutter gets the customer into his store, he makes up for the loss on the "loss leader" by selling the customer something that he doesn't want and selling it at an unreasonably high price.

The McGuire Bill, Mr. L'Hommedieu said, is needed to restore the effectiveness of Fair Trade. Just recently fair trade has been dealt another blow by the New Jersey Superior court.

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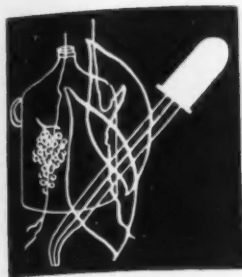


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Flavors



Preparation of Terpeneless Oils

Selective solvent method has a number of advantages over other extraction methods for the preparation of terpeneless and sesquiterpeneless oils.

MORRIS B. JACOBS, Ph. D.*

THERE are various methods for the preparation of terpeneless and sesquiterpeneless oils. These methods may be placed into two major groups, namely, (1) distillation methods and (2) extraction methods. Among the distillation methods are those in which fractional distillation under vacuum, steam distillation under vacuum, and alcohol distillation are employed. Extraction methods vary from crude and wasteful methods such as washing the essential oil with dilute alcohol to those employing very complicated apparatus and a countercurrent principle.

The latter method has been disclosed by Van Wijk and Van Dijk and as mentioned previously has the marked disadvantage that troublesome emulsions which are difficult to break are formed.

A variation of the extraction method has been proposed by Marotti. There are other extraction methods in use in which special solvents are employed but a number of such processes have not been disclosed.

Selective Solvent Separation

A method was devised by the author for the preparation of terpeneless oils which involves the use of selective solvents. In this method two solvents are used, one relatively polar and the other adjusted in

polarity so that it will extract a maximum of the desired oxygenated components while extracting a minimum of the undesired terpenes.

Originally, we chose our solvents so that they were completely miscible at slightly elevated temperatures thus forming a homogeneous solution but when the temperature was lowered and the mixture cooled, these solvents became insoluble in one another and thus separated into two layers, one nonpolar and the other polar. The nonpolar phase contains the relatively nonpolar solvent and the terpenes and hydrocarbons while the polar solvent contains the oxygenated components.

For ease of experimental work and because it is virtually odorless and tasteless and thus would not affect our product organoleptically, edible cottonseed oil was used as the relatively nonpolar solvent. Isopropyl alcohol was used as the polar solvent. It was adjusted to its optimum solvent powers for the purpose we had in mind by two methods.

In preliminary experiments, the selective solvent value of our polar solvent was evaluated by means of the cloud point produced at 80° C. which we found to be the temperature of complete homogeneity of a mixture of essential oil, cottonseed oil, and isopropyl alcohol. This temperature was maintained for

but a few moments and was then rapidly dropped to 5° C. so that the essential oil was not exposed to any thermal hazard.

The two phases were separated and the isopropyl alcohol was distilled off leaving the "terpeneless" oil. Thus with one extraction starting with an oil containing 4.04 per cent aldehydes (as citral) a product was obtained with 14.7% aldehydes. This represented a 3.6X concentration on an aldehyde basis by a simple single extraction. By making a second extraction of the original lemon oil-fixed oil mixture, an additional amount of oxygenated components could be extracted and by combining these extracts and re-concentrating in the same manner, a product containing 24.0 per cent aldehydes was obtained, representing a 5.2X concentration. By re-concentrating a first extraction alone, a product containing 27.1% aldehydes was obtained, representing a 6.72X concentration over the original essential oil.

These products had excellent organoleptic properties without any trace of "burnt" taste or odor but their solubility was not improved over that of common 5X commercial lemon oils.

Single Solvent Method

It was suggested by the author that since the terpene content of such essential oils was so high, they should be able to serve as their own

* Professor of Chemical Engineering Polytechnic Institute of Brooklyn.

nonpolar solvent. Consequently the use of an additional relatively nonpolar solvent could be omitted. This procedure was followed in another series of experiments as detailed by Wishniefsky, Jacobs, and Othmer.⁵

In this variation of the selective solvent extraction process, a sample of the essential oil is treated with different percentages of water-solvent solutions in order to ascertain which solvent composition would selectively extract the maximum amount of flavoring components with a minimum amount of terpenes. This was done with a number of solvents such as methyl alcohol, ethyl alcohol, isopropyl alcohol, and acetic acid.

It was found that the optimum solvent strength for the oxygenated compounds is not the same as the optimum selective solvent strength for in the former case considerable amounts of terpenes are dissolved by the extracting solvent along with the flavoring compounds. For instance, 25 ml. of lemon oil extracted with 25 ml. of approximately 100 per cent methanol gave a methyl alcohol layer containing 1.425% aldehydes, or in grams 0.434 g. but it also contained 0.475 g. of terpenes. With 80 per cent methyl alcohol 0.351 g. of aldehydes was extracted and the methyl alcohol layer contained no terpenes. Optimum selective solvent strength for this solvent was however 85 per cent for at this concentration extremely little terpenes were dissolved (0.002 g.) whereas the 29.0 ml. comprising the methyl alcohol layer contained 1.61 per cent aldehydes (0.396 g.).

With isopropyl alcohol the maximum extraction of aldehydes with corresponding minimum extraction of terpenes was obtained with 70 per cent isopropyl alcohol. Thus 33.5 ml. of the isopropyl alcohol phase of a 1:1 alcohol-essential oil mixture (used for the extraction) contained 0.335 g. of aldehyde, representing 1.26% aldehydes, while the amount of terpenes extracted was 0.004 per cent.

In a wholly analogous way an optimum selective solvent percentage can be determined for each solvent desired and for each terpeneless essential oil to be prepared. Thus 80 per cent ethyl alcohol is the optimum selective solvent strength of this alcohol for lemon oil.

By means of a six-stage counter-current extraction battery, using 85 per cent methyl alcohol as the extractant, terpeneless oils containing approximately 50 per cent alde-



Truckloads of citrus fruit ready to be processed for oil

hydes have been prepared. These oils have high ester values and excellent solubility in ethyl-alcohol water mixtures. These products were superior organoleptically to products purchased on the open market.

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News of the Industry

Social, Business Program Marks F.E.M.A. Convention May 25-28

The Flavoring Extract Mfrs. Assn. will hold its 43rd annual convention May 25 through 28 at the Edgewater Beach Hotel, Chicago, Ill.

The business program will feature prominent industry, government and grocery field leaders who will speak on management, sales and production. Addresses will include "Chemicals in Food," by Dr. R. C. Newton, Swift & Co.; "Price Control—Problems and Prospects," by R. H. Bingham, research economist, Grocery Mfrs. of America, Inc.; quartermaster corps' food flavor requirements by H. B. Cosler, general products division, U. S. Quartermaster Corps; "Wages and Hours,"

by Thomas O'Malley, Wages and Hours Division, U. S. Dept. of Labor; and "Industry Supply Outlook," by Dr. Clarke E. Davis.

Other prominent speakers will include V. H. Gies, Mars, Inc.; Paul S. Lucas, dairy dept., Mich. State College; Dr. Wm. B. Bradley, American Institute for Baking; and J. Frank Grimes, president of the I.G.A. J. M. Blatterman, Warner Jenkinson Co., will show "Photomicrograph Slides of Spoilage Organisms Found in Beverages."

An extensive social calendar has also been arranged, which includes among others a "Hospitality Night" cocktail party sponsored by suppliers, with M. J. Niles, Fritzsche Brothers, Inc., committee chairman, a golf tournament at the Edgewater Country Club on Monday afternoon, and a banquet and dance on Tuesday night.

The registration fee for the convention is \$35 per person, to be mailed to convention chairman Ed Heinz, c/o Food Materials Corp., 2521 W. 48th St., Chicago 32, Ill.

D & O Introducing New Butterscotch Flavor

A new butterscotch flavor has been added to the Dolco 5200 flavor line manufactured by Dodge & Olcott, Inc.

Kroger Co. Named Food Brand Name Retailer of The Year

The Kroger Co., Cincinnati, Ohio, has been named "Brand Name Retailer of the Year" in the food field by the Brand Names Foundation, Inc.

Some More Facts About Vanilla

Vanilla Bean Assn. of America elucidates some points discussed in lecture on vanilla by Dr. C. N. Larsen. . . .

Wider use of natural vanilla in various foods emphasized

JOSEPH R. MAXWELL*

INSPIRED by a lecture recently delivered at New York University by the well known flavor authority Dr. C. N. Larsen and with all due respect to the author and recognizing his achievements in the flavor field, the Vanilla Bean Assn. of America, Inc., quotes from Dr. Larsen's talk and makes the following comments.

Dr. Larsen:

The practical application of vanilla to commercial aromatic compounds necessarily falls into two divisions: The natural and the synthetic. This situation exists because of the fact that the aromatic principles which give vanilla its characteristic odor and taste are to be found in nature as well as in the man-made synthetic molecules.

V.B.A.

This may be so in theory, but in fact this situation does not exist in vanilla. Only a few aromatic principles which give vanilla its characteristic odor and taste have been identified and imitated. Any mixture of man-made synthetic molecules or a combination of natural and synthetic flavors may result in a pleasing and acceptable flavor but it will be too far-fetched to identify any of these as vanilla. Of all the synthetic and natural flavors that Dr. Larsen relates to vanilla flavor and odor, only one or two are imitations of known vanilla components. All the natural and synthetic flavors cited by Dr. Larsen are properly identified by their own names. They imitate nothing and should be offered to the consumer for what they are.



Green vanilla beans spread on mats before curing

Dr. Larsen:

The National Formulary of the United States defines vanilla in part, as the "cured, full grown, unripe fruit of vanilla planifolia Andrews, or of "Vanilla tahitensis, Moore." This, of course, does not limit the varieties of vanilla merely to the two mentioned in the National Formulary; there are great many types of varying quality, and differing somewhat in the constituents which combine to contribute the odor.

V.B.A.

We subscribe to the definition that the National Formulary of the United States gives for vanilla except that it is the ripe fruit; not the unripe fruit of *Vanilla planifolia*. Vanilla attains its full size within 6 or 8 weeks after pollination. It requires from 7 to 9 months, de-

pending upon elevation and other environmental factors, to reach proper picking maturity.

While on this subject we would like to clarify the meaning of the word "cured" which has lent itself to misinterpretations by many writers. Briefly: "Curing" is a process for dehydrating the vanilla fruit following closely the steps of nature to develop the natural vanilla flavor of "vine cured beans" in uniform quality and maintain it in a state that will preserve its fine flavoring properties.

While we acknowledge that more than 50 species of vanilla have been cataloged, not all of which bear fruit, only two are used commercially. (1) *Vanilla fragrans* (Salisbury) Ames, (identified as *Vanilla planifolia* by Andrews) often referred to as the "orchid of commerce" and *Vanilla tahitensis*, J. W. Moore. In times past *Vanilla pompona*, Schiede (Wild Vanilla or

* President, Vanilla Bean Assn. of America

Vanillons) had some commercial applications, not necessarily in the food field. *Vanilla fragrans* is by far the most important commercially. It is indigenous to Mexico but has been successfully transplanted and commercially cultivated in some French and British colonies and in the Republic of Indonesia (Java). It is the source of Mexicans, Bourbons, Javas and "South Americans" constituting about 90% of world supplies. *Vanilla tahitensis* indigenous to Tahiti and Hawaii is the source of most "Tahiti Beans" coming from the "Society Islands." However, some *Vanilla planifolia* is also grown there commercially. None of the other vanilla species have been cultivated for commercial purposes.

Dr. Larsen:

The question of flavor character is dependent largely upon those characteristics which are detectable by the sense of smell. As you know this is not an inflexible rule since it would not apply to materials such as salt, acid, bitterness or burning or that type of sweetness which is typical of sugar. But it does apply very well to most aromatics, particularly vanilla and one or two others. Consequently, variation in the constituents of vanilla beans of different types and different geographical locations will bring about the same proportionate difference in flavor and odor value, as would different combinations of the same materials either isolated in the free state, or prepared synthetically and brought together in a simple mechanical mixture. This is the underlying principle on which is based the theory and practice of producing compounds which are referred to as "imitation" since they attempt to create for the senses of taste and smell a close simulation of familiar materials found in nature.

V.B.A.

In vanilla as well as in man made vanillins, flavor depends on the senses of smell and taste. Vanilla is not only aromatic but possesses other constituents affecting the sense of taste which are essential for the total flavor effect.

The chemistry of vanilla is not completely known. Some of the constituents are found to vary between the two commercial species. In fruit crops it is logical to expect

some degree of difference or variation in the quality. Vanilla is not an exception. In vanilla, natural chemical or enzymatic changes continue to develop flavor or modify it even after the fruit is cured. For example vanillin, once formed from the parent glucoside, might be further oxidized by the natural enzyme system in the fruit with the production of quinone bodies of more complicated structure and presumably of different aroma. This would help to explain the fact that the finest aroma is not necessarily accompanied by a high vanillin content.

It is understandable that since it is not possible to control the natural variations in vanilla, any more than they could be controlled in coffee or cacao, such variations may be pointed out as an excuse for the theory and practice of producing synthetic compounds from materials of wide variations but nevertheless all being referred to as "vanilla." These might be good imitations if all the components of vanilla were synthetically duplicated, rather than just attempting to create for the senses of taste and smell a simulation of the mostly unknown materials found in vanilla by actually using many flavors entirely foreign to the vanilla fruit itself.

A flavor compound ostensibly held out to be vanilla should not be identified as such, even if its components are largely natural flavors or synthetic imitations of those found in vanilla or a mixture of these with vanilla. The fact that many of these compounds in the market may meet the required government analytical constants for vanilla does not make them "vanilla." By adding certain materials to an imitation or an adulteration of vanilla, it is difficult to prove by chemical means that it is not 100% vanilla. Gross adulteration in food products is such a widespread practice, it is little wonder that the average consumer does not know what vanilla is really like. Present methods of analysis are inadequate for the detection of adulterations. Even the bean content can not be accurately determined. This is particularly true of adulterations in concentrated vanillas and oleoresins which are so widely used and labeled as "pure vanilla." In many of these products the quality of the vanilla fruit is usually secondary, often they are made from inferior beans and are processed for maximum yield and not maximum flavor quality. We must state that if

it were not for such commerce, inferior and exhausted beans would have no market. It is unfortunate that trade practices resulting from the increasing use of inferior vanilla beans and synthetic flavors is narrowing the demand for good quality vanillas in ample supply both in the raw and extract form.

Dr. Larsen:

Synthesis, on the other hand can be accomplished with a number of purely natural materials when such materials represent a single molecule which nature has produced and which is duplicated rather than imitated by science. In such case, man has examined the natural material, analyzed it, determined its structure and ultimately found some means other than that employed by nature to produce—not a simulation or imitation—but the identical material prepared in some different way. No case in point could more closely bring out this principle than that of vanillin. Science has developed a method of producing huge quantities of this aromatic completely independent of the processes of nature which take place in the vanilla bean.

V.B.A.

There are many sources of vanillin. Those made synthetically are imitations of the product of the processes of nature which take place in the vanilla bean. They have differences in flavor character if not in chemical composition. Preferences by users for various qualities of synthetic vanillins are well established in the food industries. They are based on the various types of flavor effect that such vanillins produce. For instance, the preference for a vanillin made from oil of cloves has been well known for years. It has always commanded a much higher price than vanillins synthesized from other sources such as "lignin" or "guaiacol."

Dr. Larsen:

Since we cannot take the time to consider each type of vanilla plant individually, let us take a few broad generalizations which may be applied to most vanilla beans and thereby lead us back to the field of synthetic organic aromatics. From a standpoint of flavor and odor the most important ingredient



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Natives bundling vanilla beans in Papantla, Mexico

in the vanilla fruit is vanillin. The percentage of vanillin varies somewhere from about 1½ to about 3%.

V.B.A.

Again we are puzzled by Dr. Larsen's reference to each type of vanilla plant since this would imply that commercial vanilla came from various members of the orchid family other than "*Vanilla planifolia*" as we have previously explained. For many years there has been well established evidence to the effect that the natural vanillin occurring in the vanilla fruit is not a very important factor; nor is it the ingredient responsible for the characteristics of vanilla from the standpoint of aroma and flavor. To prove this point, one need only to bake two cakes or puddings using for flavor in the one a true vanilla extract or the vanilla fruit itself, and in the other an equal quantity of an alcohol-water solution containing the same amount of vanillin as was naturally contained in the true extract. This would only amount to around ⅜ths of an ounce of vanillin to the gallon if the extract was made from one pound of beans using half Mexican and half Bourbon. The result will leave no doubt.

From the consumer or user's preference standpoint, Mexican vanilla containing roughly only half the natural vanillin found in Bourbons or Javas has always, under normal market conditions commanded a substantial premium in price throughout the years. Furthermore, we do not believe that anyone will deny the superiority of such vanilla flavor compared to any combination or combinations of synthetic vanillins, coumarins or other aromatic chemicals often purported to be vanilla.

About 1854 Goble isolated the crystals forming on the surface of the vanilla fruit, now commonly

known as vanillin. In 1874 Tiemann and Haarmann made vanillin synthetically under the technical name of methyrorotocatechuic aldehyde. Since then and for many years the essential flavor in vanilla has often been attributed to "vanillin" and much stress was laid upon vanillin analyses for determining the value of vanilla extracts and the fruit itself. Even today, from time to time some chemists repeat that claim. Authorities time and time again have clearly stated that vanillin content is not a measure of the flavoring value of vanilla. For instance A. K. Balls, Chief of the U.S. Department of Agriculture's Enzyme Division, in the Journal of Official Agricultural Chemists for May 1941, gives the result of his work at the Department's Experimental Station in Puerto Rico, by saying: "The vanillin content is evidently not a criterion of the flavoring value, and it follows that other substances in the natural product contribute largely to the desired flavor."

This fact and some greater knowledge of the chemistry of vanilla has inspired many efforts to develop more sophisticated chemical compounds for vanilla adulteration; however, synthetic vanillins are still predominant.

Roughly speaking, some of the components of vanilla fruit are as follows:

- Moisture
- Cellulose
- Fats
- Fixed Oils
- Volatile Oils
- Gums
- Resins
- Waxes
- Aromatic Compounds
- Vanillin
- Reducing Sugars
- Sucrose
- Tannins
- Organic Acids
- Mineral Salts
- Nitrogenous Matter (Undet.)
- Coloring Matter

As to the other materials Dr. Larsen refers to, "in a physical aromatic sense" we can list such synthetics as vanillins, ethyl vanillin, coumarin, piperonal (imitation heliotropin) and guaiacol. Dr. Larsen goes on to explain how through many years combinations of such products have been sold by benefit of "poetic license" or otherwise to the consuming public as "vanilla" which actually implies that they are the flavor derived from vanilla fruits when nothing could be further from the truth.

We wish to emphasize how badly the public has been fooled and wrongly educated. Obviously synthetic chemicals have been permitted to trade upon and degrade the time honored name of "Vanilla" and all that it has implied for many years. It can be stated with complete confidence that not only consumer acceptance but consumer preference will result once the public receives vanilla in various foods supposed to be flavored with it rather than synthetic chemicals held out for and actually sold to them as "vanilla flavor."

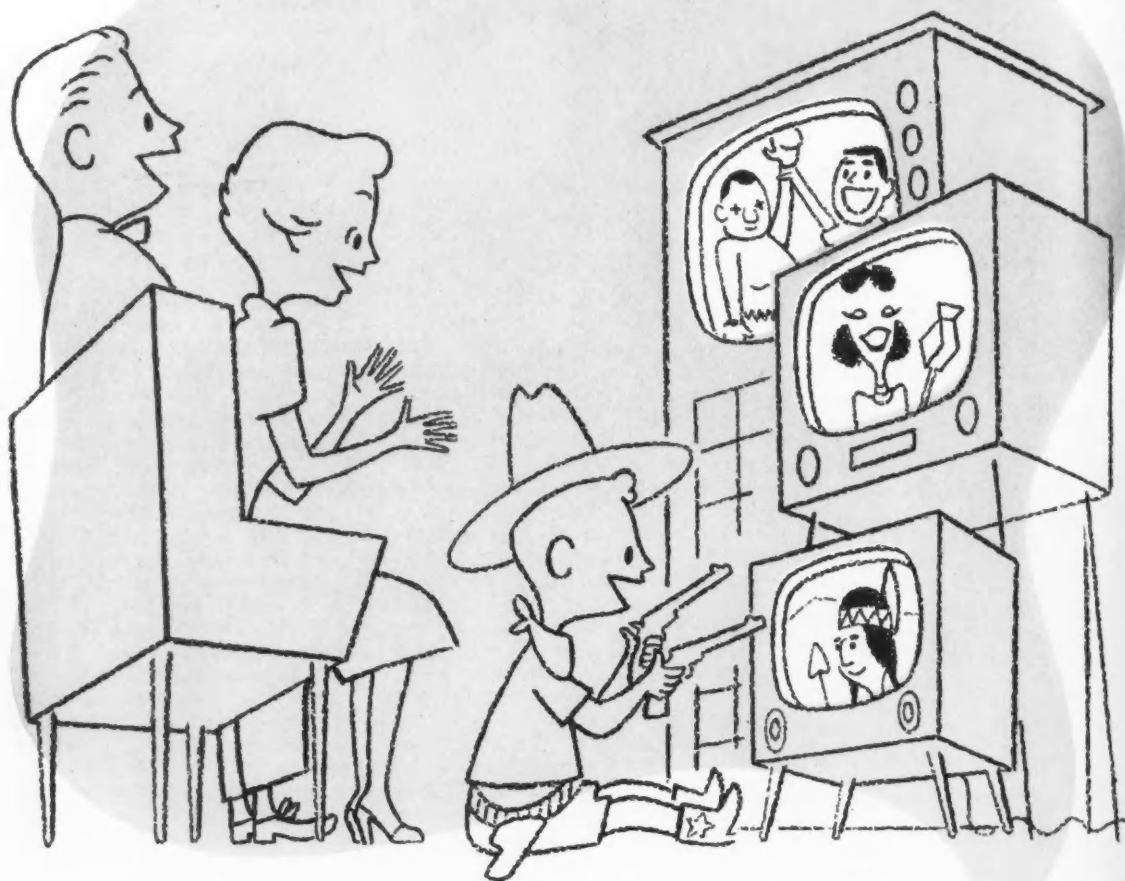
Within the foreseeable future, it would not seem impossible that through better enforcement of Federal and State Pure Food laws and the establishment of standards, it will be quite in order for consumers to say with full confidence "Make Mine Vanilla" knowing that they will receive the unadulterated fine flavor of "the orchid of commerce" and not some chemical substitute.

Lime Cola to Market New Line of Soft Drinks

Lime Cola Co. will introduce a new line of soft drinks under the Donald Duck label.

Sulfoxide Approved for Use in Meat Packing Plants

The Meat Inspection Division of the Bureau of Animal Industry of the U. S. Dept. of Agriculture on March 14 approved the use of the insecticide synergist, Sulfoxide, in federally inspected meat packing establishments. It may be used on the same basis as other synergists described in Supplements 3 and 4 of Meat Inspection Division Memorandum No. 52. Sulfoxide is manufactured and sold by S. B. Penick & Company, 50 Church Street, New York 7, N.Y. It is available in technical form, in a Sulfoxide 40 Solution, and combined with pyrethrins in various concentrates.



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Hints for Improving Production

How to plan and operate a satisfactory retirement pension program for older workers in smaller plants. . . Factors that must be considered. . . Best working pension plans . . . Trust plans

ERNEST W. FAIR



THE last two years have seen a powerful drive toward pensions in every industry; pensions have been more important than salary increases in most union negotiations on new contracts. A great deal of experience has been accumulated during this period. So far the problem has been principally that of big industry but even today the smallest plant operation is starting to feel the problem coming toward it.

Greatest spark in the drive for pensions is that social security itself is being demonstrated to mil-

lions of employees as being far from the satisfactory solution to the retirement income problem. Even today's increased social security payments are not enough. Every middle-aged and older employee in even the smallest plant in the country is giving much thought to his or her own position.

The issue is one we cannot sidestep much longer. The mere problem of holding good employees is sufficient to warrant adoption of a pension plan.

The retirement program for a small concern should be set up only

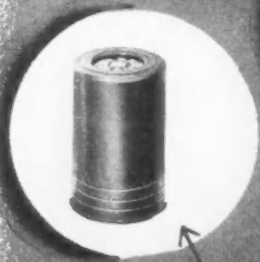
after we have determined whether our employees want a pension program. In some instances they may not. But even so we must bear in mind that our business will, ten years from now, be in a competitive position wherein almost everyone else has such a program.

If union problems exist a co-operative understanding should be sought, the problem should be based on a definite position of the management. Definite commitments with the social security picture should be avoided. Any program based on cents-per-hour formula should be avoided. Financial provisions should be most carefully worked out.

The establishment of what pension will be provided should be based on the salaries of individual employees, their length of service, the amount of co-operation by employees in contributing to a mutual fund and other factors. Experience has already shown that any pension program which provides for a set-sum guarantee based on additions to social security payments is treading on dangerous ground. The recent increases in social security payments show that this can happen again in the future many times. It is certain that there will be no decreases. If a satisfactory contract can be drawn up insofar as employees are concerned which guarantees a fixed sum less social security it may prove best in the long run in view of the political aspects of any possible cut in social security payments. On the other hand we must give consideration to the ever present possibility that social security payments could possibly suddenly cease!

Formulation of any pension plan should give considerable attention to establishment of the retirement age itself. Common practice is to set 65 at that time because it is the social security benefit age. However it

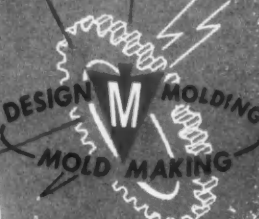
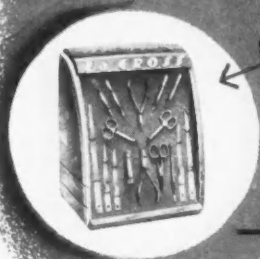
Handy-Dispenser for Scouring Powder adds Sales Appeal to Nationally Famous Cleanser



Beautifully Molded Powder Boxes and Rouge Cases add Sales Appeal to Cosmetics

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Handsomely styled Manicure Display by Mack features Stock Space in Hidden Drawers



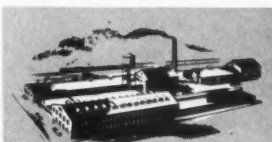
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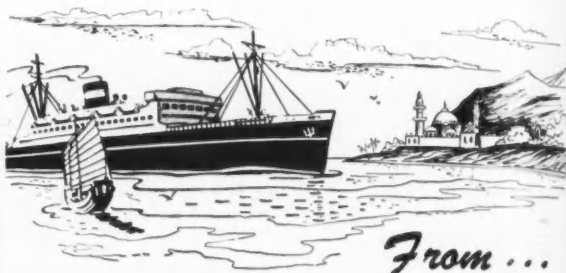
● WAYNE, NEW JERSEY



● ARLINGTON, VERMONT



● WATERLOO, P. Q. CAN

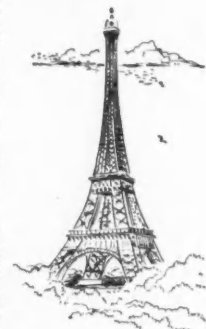
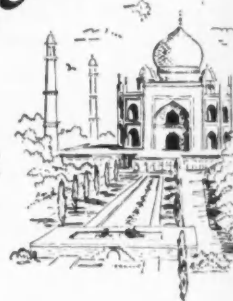


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is to be pointed out that the cost of a retirement pension program can be cut by raising the retirement age or by reducing the scale of benefits.

To date the best working pension plans have been those wherein employees contribute to the pool. When the program has been set up as a sound investment there is usually no trouble in convincing employees they have an important stake in contributing to their own retirement.

The scale of pension benefits should be based on a program which will allow adequate retirement income for the employee and one that the company can afford. A pension, plus social security should permit the employee to maintain a retirement based on the standard of living he has adjusted his earnings to during employment. Current practice is to place such retirement pensions so that their amount (including social security) runs from 30 to 50 percent of the full-time income.

In some plans a scale of benefits is set up based on the employee's length of service and value to the firm with the employer and employee contributing a stated percentage each year, earning of a retirement benefit with each year of service, setting a specified percentage if the employee completes a stipulated period of service or setting of a flat amount for each year of service regardless of salary.

Many of today's pension plans are also leaving retirement age more or less up to the worker and not fixing forced retirement at the age of 65. Where the employee is able to continue doing his work his valuable experience is worth retaining.

The problem of paying for pensions is even greater with the small business man than with the thousand-employee industry. But basically it is much the same. The money must come from a fund built up by annual contributions of employer or employer and employee together from the current revenue of the firm.

Pay-as-you-go plans should be studied with closest scrutiny for they can be very hazardous in any time of business recession.

Funding of a pension plan is proving good procedure since it permits contributions by both company and employee as well as by interest and tax-savings. This can be done by depositing funds in trust under the administration of the company and trustees or by purchase of insurance company coverage. Experience has shown that funding through a self-administered

set-up may allow greater flexibility in supervising the cost of operating the fund from time to time.

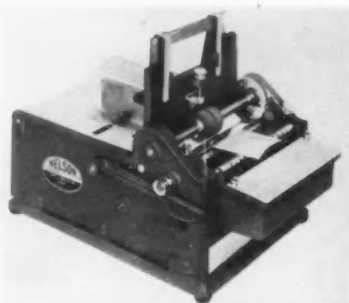
The easiest method, particularly with small organizations, is through the purchase of a standard retirement annuity or retirement income policy for each employee.

Funds set aside under trust plans should be invested with the utmost care to provide greatest possible security as well as best available earning power. Series F Treasury bonds providing 2½ percent yield are used by some companies. Others invest in common stocks and in some set-ups as investment of these funds is made in the common stock of the firm itself.

Any plan which employs insurance as its basis, however, eliminates such problems of administration and investment of funds being held in trust.

Auto-feed Labeler

For speeding up hand labeling by eliminating hand feeding a new auto-feed labeler is offered by the Nelson Label Machine Co. The new labeler is self contained and



Portable Hand Labeler

complete in itself to perform all the functions of feed and proper glue application. It weighs 35 lbs. and is portable. It is made to handle irregularly shaped labels. Labels from ½ in. to 5 in. in width and any length over 2 in. are handled by the machine the maker states.

Variety of Caps Handled

All screw caps whether molded or metallic in a large variety of shapes are handled without making adjustments or changes by the Tite Cap fully automatic screw capper with its redesigned feeding hopper according to the Tite Cap Machine Co. The new hopper is equipped with a revolving drum to keep the caps in gentle motion and thus prevent them from sticking together.

Speed up to 60 containers per minute is claimed.

New Type Portable Mixer

A new type portable mixer designed with a separate motor coupled to the propeller shaft by a flexible drive shaft especially designed for agitator service is offered by Process Industries Engineers Inc. Removal of the motor from its customary place at the top end of the propeller shaft besides reducing the weight results, it is stated, in a mixer of simplified design perfectly balanced. The motor being coupled to the mixer by a flexible drive shaft of any desired length can be mounted out of reach or at any place to suit the requirements of the mixing job.

Multiple Spout Filling Heads

Where greater output for standard sizes or bottles or cans is required, adjustable 4 and 6 spout filling heads are offered by the Scientific Filter Co. With them the company points out the portable type of vacuum filler in many cases will provide hourly outputs almost equal to that of larger machines.

Multiple Disk Filter

A new multiple disk laboratory filter is offered by the Ertel Engineering Corp. in two sizes: 4 in. square with approximate filtration area of 11 sq. in. per sheet and 8 in. sq. with approximate filtration area of 52 sq. in. per sheet. The lucite model lends itself to visual study of the filtration cycle and hence it is pointed out should open new avenues to research. All parts coming in contact with liquid can be all lucite or with lucite with stainless steel screens or the circulatory passages can be all stainless steel. The latter is recommended where sterilization is required. Suggested uses include filtration of cosmetics, perfumes etc.

All Purpose Work Gloves

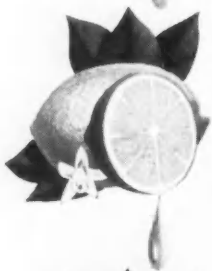
All purpose work gloves with a special coating to shed moisture and resist chemicals and made to sell at a low cost are offered by the Mine Safety Appliances Co.

New Homogenizer

A new homogenizer with a capacity of 800 G. P. H. for use in making cosmetics, soft beverages, etc. is offered by the Cherry-Burrell Corp. Increased capacity has been obtained by using a larger diameter plunger rather than increasing the speed at the end drive.



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When any product sells four times as well as all of its competition combined, that's a sure sign of quality. No product can hold such a dominant sales position year in and year out unless it fulfills all of the exacting requirements of thousands of quality-conscious buyers. Exchange Oil of Lemon does just that... with a consistency and regularity that have made it the standard in its field. So little Lemon Oil goes so far, why risk buying anything but the best?

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Exchange Lemon Products Co.
Corona, California

New Products and Developments

Useful Multi-Purpose Sampler

A unique multi-purpose sampler, Lipettes, is now being offered to manufacturers of lipstick and other cosmetics by the Lipette Co., 16 City Square, Boston 29, Mass. Lipettes are sturdy match type sticks in a matchbook style package with cosmetic samples on the tip of each stick. Each package contains from three to fifteen cosmetic tipped sticks. Any lipstick, including the indelibles, it is pointed out is readily adaptable to Lipette sticks without physical, chemical or shade changes. Each tip holds a generous application for the customer to test her shade and the texture of the lipstick. Lipettes are also useful for perfume oil which may be solidified without difficulty on each stick with retention of the true odor for up to two years. Rouge, eye shadow and other cosmetics are also readily adaptable. In addition to their use as samplers, these packages perform a second vital function: there is a substantial area on the cover of each package to present the advertiser's selling message in his choice of color and artwork.

Labels With Elastic Bands

Attractive labels with gold elastic bands to add beauty, richness and dignity to the perfume or cosmetic bottle are offered by Richard M. Krause Inc. The Metlon used on the elastic and label, it is stated, will never tarnish nor be affected by exposure. Samples and full information about the new labels will be sent on request.

Reusable Decalcomanias

Reusable decalcomanias made from Geon paste resin by the Ad-Stick Co. adhere to any smooth surface without adhesives or tape the company states. They are claimed to be practically indestructible and withstand heat and low temperature, are color fast and abrasion proof and come in translucent and opaque styles.

Substitute for Pyrethrum

Sulfoxide-Pyrexcels, a new synergized Pyrethrum concentrate is offered by S. B. Penick & Co., 50 Church St., New York 7, N. Y. It

is said to have distinct advantages: better knockdown and kill, milder odor, light color and lower cost. It is of the same low order of toxicity as pyrethrum extract and is stated to be highly effective in sprays.

Fluorescent Lighting

High intensity localized lighting is afforded by the general utility lamp according to Stocker & Yale.



Intense Lighting for Close Work

The tiny new portable fluorescent lamp produces cool illumination of up to 450 ft. candles of light. Two 4-watt fluorescent bulbs and all components are within a 2x6 in. drawn shade.

Water Soluble Capsules

Water soluble capsules might well be made from sodium cellulose sulfate films for use as individual packages to contain products such as soap powders and bath salts according to the Tennessee Eastman Corp. Moreover it is pointed out sodium cellulose sulfate may find use in the preparation of greaseless creams, lotions, salves and ointments. Full information about the new water soluble cellulosic including physical properties, toxicity, stability, compatibility and suggested uses may be had from the company.

Packaging Service

Multi color printing on plain or laminated films, foils, glassines and similar materials used for packaging is made available by Arvey Corp. The company offers also a "showcase" package of interest to makers of packaged goods.

Marketing Research

To help cosmetic and pharmaceutical concerns find profitable markets, Elrick, Lavidge & Co. has been organized. The concern through market research helps to develop products and selling opportunities. Robert Elrick was formerly director of marketing research for the Pepsodent Div., Lever Bros. Co. Robert J. Lavidge previously handled new product development for the same company.

Trade Literature

Government patents available to industry for use without charge or royalties are listed in a catalog prepared by the Government Patents Board. The patents, numbering 2,339, break down into 21 basic industrial groupings. Copies may be obtained for one dollar each from Commerce Dept. field offices or from the Government Printing Office, Washington 25, D. C.

Packaging for shipment by rail, truck or water is covered in booklet No. 34 which is sold for 50¢ by the American Management Assn. The title of the booklet is "Protecting the Package in Transit." It gives detailed accounts of handling practice, advanced packaging practices and ICI shipments.

Sorbit, the sodium alkyl naphthalene sulfonate surface active agent, offered by the Alrosc Chemical Co. is described in a technical bulletin which is available on request. Specifications and properties as well as applications are given fully in the bulletin.

X-ray diffraction and Geiger counter x-ray spectrometric equipment is the subject of a new 60-page catalog issued by the North American Philips Co. Considerable space is devoted to the electron microscope.

Basic information on pH is given in a two page bulletin issued by the Allis-Chalmers Mfg. Co.

Absorption bases by Isco is the title of an 8-page booklet of Innis, Speiden & Co.

Technical Abstracts

Chronic Toxicity Studies on Methylcellulose in Rats: (J. Am. Pharm. Assoc., XL, #6, 257, 1951) By Robert O. Bauer and A. J. Lehman.—A standard diet of 5 per cent methylcellulose fed to rats for thirty-two weeks averaging 690-775 mg./Kg/day/rat during this period) had no deleterious effect on growth, and significantly increased dietary intake. Also, it neither inhibited reproduction nor left evidence of pathologic change in the tissue. Fifty per cent of the diet replaced by methylcellulose significantly depresses growth through nutritional want. Methylcellulose is not hydrolyzed to cellulose and methanol in the intestinal tract of rats to any detectable extent. Methylcellulose per se does not appear to be absorbed from the intestinal tract of rats.

The Effect of Added Water on the Stability at 50° of Hydrogen Peroxide-Glycerol Solutions with and without Oxine: By Ethan Allan Brown and Wilfred Krabek.—At 50°, hydrogen peroxide-glycerol solutions, containing 8-hydroxquinoline, show an increased stability with increasing water content. The presence of oxine markedly increases the stability of hydrogen peroxide-glycerol solutions over that of solutions without oxine. Hydrogen peroxide solutions, without oxine, show a minimum stability with the commercial C. P. grade of glycerol without added water, and an increase in stability with amounts of added water up to 70 per cent. Anhydrous glycerol showed a stabilizing action somewhat better than the commercial grade, but was less effective than a solution containing 70 per cent added water, particularly as the experiment progressed.

Eye Rinses: (Today's Health, May, 1951, p.3). Question: Can there be any harm in using an eye "rinse" or lotion too often? I have been washing my eyes with such a preparation, but have noticed that I now have to apply it much more often than when I first began using it. If I don't, my eyes feel dry and hot. Do you think this has any relation to the eyewash? I must admit

that my doctor did not advise me to use. Answer: It is entirely possible that repeated use of an eye lotion over an appreciable period of time could upset the normal mechanism of "tearing" and produce discomfort. The tear film that covers the normal eye at all times is composed of four microscopic layers. The outer layer is an oily substance that is probably derived from the small glands lining the edges of the lids. This same substance is believed to keep the fluid on the surface of the eyeball from spilling over the edges of the lids. If the normal tears are washed away from time to time by use of a lotion of course the outer oily layer will be removed, and this may interfere with normal action of the other layers. Frequently the composition of eyewashes may affect the tears. For example, if a 0.85 per cent salt solution (referred to as "normal" saline) is applied, it will upset the chemical balance of the tears, which contain only 0.65 per cent salt. Probably the most sensible thing is not to attempt to treat or "rest" the eyes by application of some preparation selected casually. Although this might seem to be a minor matter, it is possible to cause disturbing complications by using such treatments without proper medical supervision.

Daily Wetting of Hair. (J.A.M.A. 146, #11, 1090, 1951). To the Editor:—Is there any harm in thoroughly wetting the hair daily, for cosmetic reasons? I have done it for years and have all my hair. Many who disclaim the practice are bald. Answer:—There is no harm in wetting the hair daily. It is entitled to the same care that one gives the face. A wet scalp, however, is prone to attract dirt.

Hirsutism: (J.A.M.A. 146, #5, 510, 1951) To the Editor: A girl 20 years old, single, has excessive hirsutism of the face and upper lip. Menses are fairly regular (every six weeks). She began menstruating at age 13. Would doses of estrogens, 1 mg. of diethylstilbestrol every day for two months, do anything toward removing the excessive hair growth? There is no evidence of ovarian or adrenal tumor. Answer: The prob-

lem outlined is a common one and usually very distressing to the afflicted person. The following procedure is suggested: 1. Careful history and physical examination, menstruation at regular intervals, normal development of the breasts and external genitalia, absence of enlargement of the clitoris and absence of change in the voice suggest that a masculinizing tumor is not present. 2. At least three determinations of the 17-ketosteroid excretion in the urine on different days to exclude the possibility of excessive production of androgen. 3. If no masculinizing tumor is present, the administration of estrogen in large doses will inhibit the growth of hair but will not cause it to fall out. 4. It is probably desirable to remove the hair on the face by electrolysis.

Chewing Dentifrices. (C.A. 45, No. 1, 313, 1951). Kenneth K. Kearby (to Standard Oil Development Co.). U. S. 2,525,072, Oct. 10, 1950. White inorg. absorbent powders suitable as dentifrices are rendered hydrophobic and are incorporated in chewing gums. Preferred compns. are (a) SiO₂ 60-90 plus Al₂O₃ 40-10%; (b) SiO₂ 55-80 plus MgO 45-20%; (c) SiO₂ 50-89 plus Al₂O₃ 40-10 plus MgO 10-1%; (d) SiO₂ 45-79 plus MgO 45-20 plus Al₂O₃ 10-1%. The dentifrices are treated with any alkyl silicon halide to render them hydrophobic. These dentifrices are added to chewing gum for the purpose of sweetening the breath and cleaning the teeth and have the advantage over charcoal additive by being white and more readily acceptable to consumers as a chewing gum having a natural color.

The Relation Between the Effect of Topical Irritants and the Ointment Bases in Which They Are Applied to the Skin: (C.A. 44, #22, 11019, 1950. M. K. Polano, J. Bonselm, and B. J. van der Meer (Municipal Hospital, The Hague, Netherlands). Dermatologica 101, 69-79 (1950) 1—Resorcinol (I), salicylic acid (II), corrosive sublimate (III), and croton oil (IV) were applied in various vehicles (fat-H₂O emulsion bases, triglycerides, mineral fats, and carbowaxes) to the skin. I, II, and III in carbowaxes had no appreciable effect on the skin. I and II produced less reaction when applied in petrolatum than in emulsion bases or natural fats. IV was as effective in carbowaxes and petrolatum as in emulsion bases. 12 references.



Portrait of Beauty



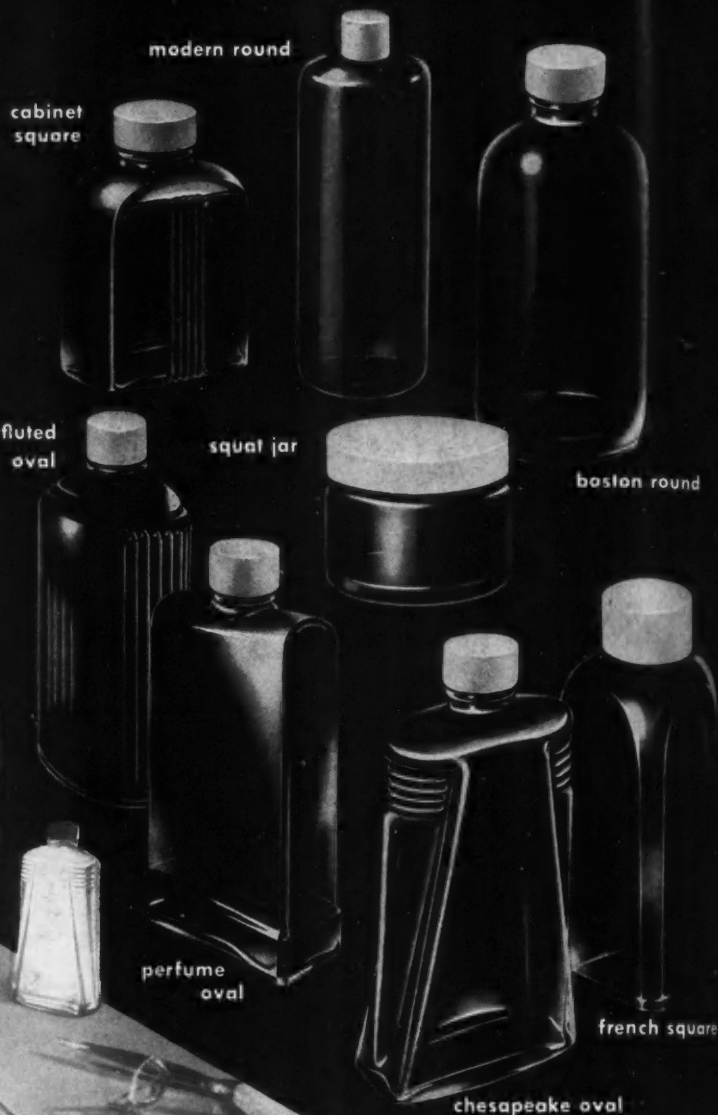
Introduction of Studio Girl Creme Shampoo in Sheffield Process collapsible tubes met instant acceptance — proving once again that to foster the image of ideal beauty held in the hearts of American women is a potent key to sales success.

A modern and genuine beauty aid...an inspired name...and collapsible tubes that are tops in convenience, safety and efficiency — that's a combination engineered to better promote the sales potential of your product.

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N EWS and EVENTS

Plans Completed for T.G.A. Convention May 12-14

The complete program for the meeting of the Toilet Goods Assn. May 12, 13 and 14 in the Waldorf-Astoria hotel, New York follows:

May 12: Reports of officers and counsel and election of new officers at the morning session. Presentation of Welch packaging award by Gregory Thomas at luncheon. The afternoon session will be open to answer questions on current problems.

May 13: A debate by a government attorney and an industry attorney on whether the philosophy underlying the Robinson-Patman act is in the best interests of the industry, trade and public will be featured at the morning session. It will be preceded by a paper "Cosmetics—Symbol and Resultant of the Emancipation of Woman" by Edward Sagarin. Canadian visitors will be honored at the luncheon. The afternoon session will be a closed meeting for manufacturers only.

May 14: Scientific Section meeting. The morning session includes the following papers: "Some Limitations of Surface Active Materials in Cosmetic Practice" by I. R. Hollenberg; "Eye Irritation Studies of Shampoos and Hair Dressings," Russell A. Cain and William Markland of John H. Breck Inc.; "Use of Munn Relief Illuminator in Examination of Cosmetics" by W. Fayette Munn and Ralph L. Evans; "Physiological Effects of Certain Surface Active Agents on the Rabbit Eye" by Dr. L. W. Hazleton.

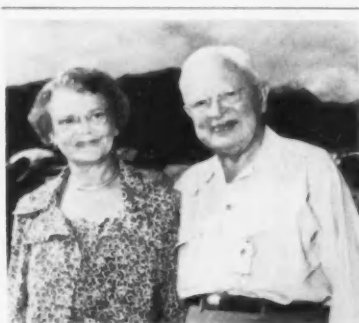
At luncheon the trophy to the winner of the golf tournament will be presented by Paul H. Douglas.

The afternoon session will include these papers: "Toxicity to Eye Mucosa of Certain Cosmetics Containing Surface Active Agents" by J. H. Draize and E. A. Kelley of the FDA; "Role of Quality Control in Cosmetic Manufacture," by J. Ritner Weaver of Warner-Hudnut Inc.; "Analysis of Ammoniated Detergents" by F. W. Schreiber and H. Breuer; and "A Rapid Method for the Estimation of Moisture in Cos-

metics" by Helene Iwasenko and Sigmund R. Kraus, Bristol-Myers Co.

There will be no registration. Appropriate badges will be given on arrival. All members of the toilet goods and allied industries are welcome to attend the convention.

The convention committee is composed of Lamson Scovill, chairman; Paul Alexander, Philip E. Haebler, Michael Lemmermeyer, Richard A. Malmstrom, Robert H. Miller, Eugene J. Moore and J. H. R. Stephenson.



Mr. and Mrs. F. H. Leonhardt of Fritzsche Brothers, New York, at Lihue, Kauai, during their recent Hawaiian visit.

Suit Tests Right to Withhold Merchandise from Retailers

The manufacturer's right to withhold merchandise from a retailer who refuses to sign a fair trade contract will be tested in a suit filed by Central Housekeeping Market, Chicago, Ill. against the Sunbeam Corp. The retailer claims that \$200,000 of its million dollar annual gross sales comes from Sunbeam products and is asking \$500,000 on the grounds that inability to obtain Sunbeam appliances will make it impossible to maintain the store's reputation for selling appliances of a high quality at a reasonable price. In a counter claim Sunbeam is asking damages for the loss of sales through retailers who have signed fair trade contracts. According to the company, sales have been diverted by the below minimum prices advertised by the retailers.

Fair Trade Act Doubtful for this Session of Congress

Authoritative Washington advices indicate that the enactment of a fair trade law nullifying last year's Supreme Court decision is highly doubtful at this session of Congress.

The main difference between the two bills reported favorably by House Committees lies in the provisions as to what would constitute a defense against suits charging retailers with selling below producer-set minimums. The Judiciary Committee measure (HR 6925) would make it a complete defense to show that the producer had not made reasonable efforts to enforce his resale price on others while the Commerce Committee bill (HR 5767) omits this protective clause. There is no certainty that the House Rules Committee will give either bill right of way on the floor without which it is doubtful that the matter would be taken up. Senate leaders have scheduled no action.

Fair trade forces are backing the McGuire bill since the judiciary committee bill has the following limitations:

1. The fair trade price must be a minimum rather than a stipulated price.
2. Retailers can ignore fair trade prices if manufacturers do not make "a reasonable effort" to stop price cutting by competing retailers.
3. Fair trade contracts must be between seller and maker, not distributor.
4. Retailers can cut prices in non-fair trade states.

Fair traders claim this last restriction will open the way to cut-rate mail order "raids" into fair trade areas.

Scented Home Storage Exempted from 20% Tax

Sachet-scented cases intended for home storage of handkerchiefs, lingerie and hosiery are not subject to the 20 per cent federal excise tax, according to a new ruling of the U.S. Treasury Department.

WHAT'S IN A DROP OF PERFUME . . .

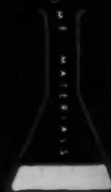
There are many things more than precious oils and fine chemicals that go into the making of her perfume—and not the least of these is

Research —

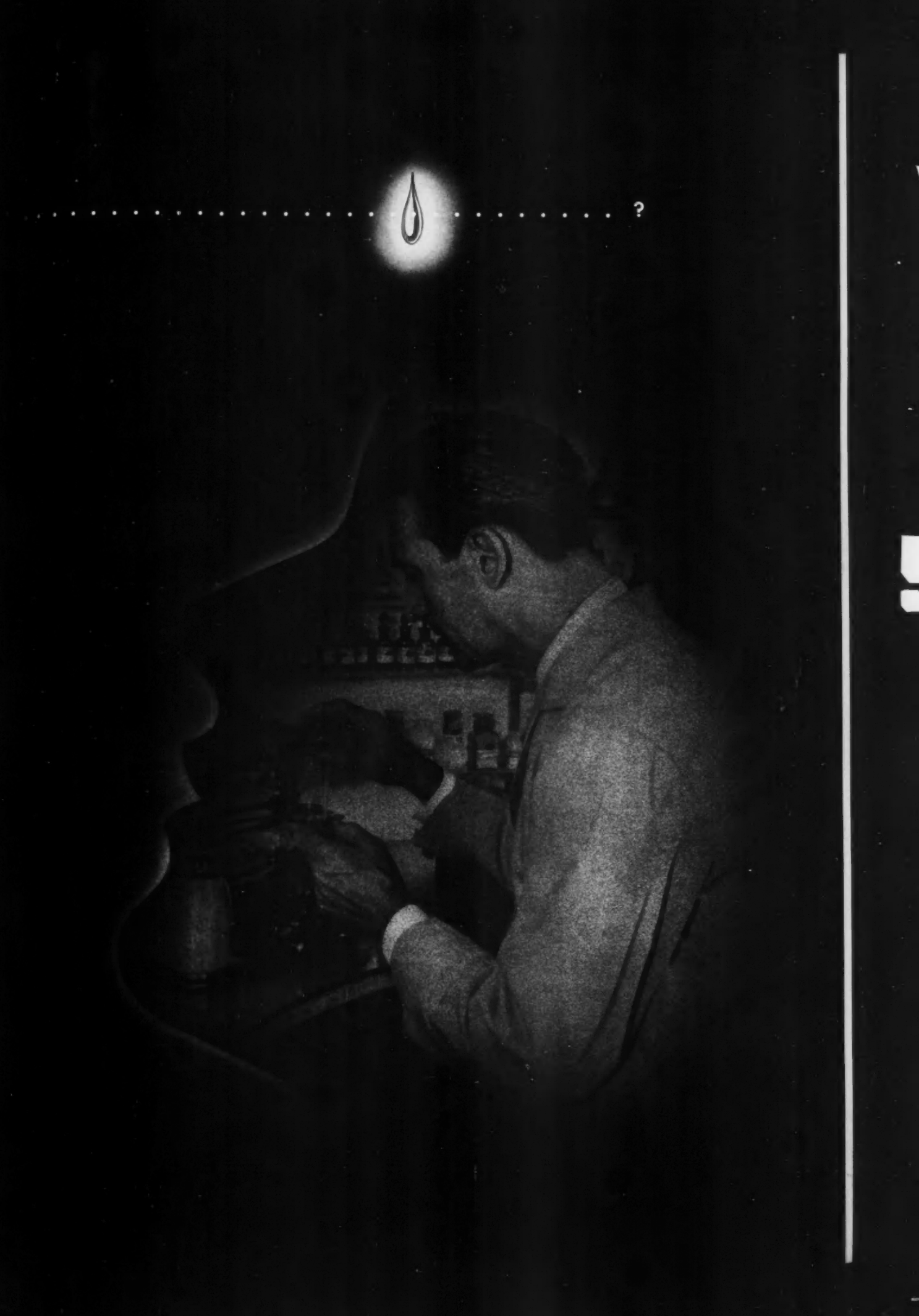
Our research teams are untiringly seeking new aromatic bodies through micro-analysis, molecular distillation, and all forms of higher organic chemistry. This effort results in new organic compounds, new isolates from existing materials, and improved techniques. Of the hundreds of research developments, relatively few are accepted for use in fine perfume materials. Yet around these new aromatics, the imaginative genius of the perfume chemist can create intriguing new and unusual fragrances.

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With the right accessories stock bottle #A-4445 becomes a highly individual container—at low cost

MAKE-UP makes the difference!

Imagination and ingenuity can make a face or a container stand out

A DIFFERENT CLOSURE, an unusual use of color, a striking label—presto! A stock-mold Duraglas bottle becomes a package of distinction that will stand out anywhere.

Unchanged by the beauty treatment, of course, are the strength, operating economies and low original cost of Duraglas stock-mold containers.

And there is no limit to Duraglas

container individuality. So for all your packaging needs, from bottles to closures and shipping cartons, with package distinction built-in, look to Owens-Illinois complete packaging service.

Duraglas bottles are protectors of quality

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Two Great Scientists Meet

Dr. Y-R Naves gets Award

Dr. Yves-Rene Naves, research consultant of L. Givaudan & Cie., S. A., of Geneva, Switzerland, became the first industrial scientist to be a recipient of the Fritzsche Award for achievements in essential oil chemistry, when he accepted the award at the meeting of the American Chemical Society in Buffalo



Dr. Guenther presents the award to Dr. Naves.

last month. The award, set up by Fritzsche Brothers Inc. on the occasion of its seventy-fifth anniversary, has previously been granted to Drs. Simonsen, Lederer, and Haagen-Smit.

Dr. Naves, renowned for his work on the elucidation of the structure of irone and the synthesis of this substance, spoke to the A.C.S. on the use of spectrometric methods for the study of molecular structure of terpenes. Further work on the study of the constituents of natural perfume materials is under way and may soon lead to a better understanding of the chemical substances found in ambergris, he pointed out.

It was the first visit of the distinguished scientist to this country, and it marked the culmination of a career that may be divided into two categories. In the first part of his life as a research scientist, Dr. Naves studied natural perfume materials, in order to improve the methods of purification and production, and to give a better yield of a superior product. In the more recent part of this career, the study of natural materials has been pursued in order to duplicate the constituents of these oils by synthetic processes.

A prolific and tireless worker, Dr. Naves is author or co-author of some 150 scientific papers on essential oils and their constituents, as well as numerous articles that have appeared in the trade press. He is author of a booklet, "Les Huiles Essentielles," which has achieved wide acceptance as a brief but defi-

nitive summary of the salient points of man's knowledge in this field; and his longer work, "Natural Perfume Materials," written in collaboration with Mazuyer, is a classic in the field and is well-known in the excellent translation of Edward Sagarin.

Greeting Dr. Naves at the A.C.S. meeting, and handing over to him the medal award and the check for \$1,000 was Dr. Ernest Guenther,



Testimonial dinner to Dr. Yves-Rene Naves was given by F. H. Leonhardt. Seated around the table from extreme right, counter-clockwise, are: J. A. Huisking, H. P. Wesemann, Ernest Durrer, Mr. Leonhardt, Dr. Naves, Dr. Ernest Guenther, Dr. Max Luthy, Dr. E. H. Hamann, Frederick Richter, D. A. Neary, G. A. Wohlfort, B. F. Zimmer, R. W. Wilmer, J. L. Cassullo, F. H. Leonhardt, Jr., Arthur Hemminger, and E. E. Langenau.

vice-president of Fritzsche Brothers and author of the monumental work, "The Essential Oils." As these two scientists clasped hands before the enthusiastic gathering, those in the audience most familiar with this domain of chemical research could not help but be struck by the fact that the life-work of each man perfectly complemented that of the other. Here was Dr. Guenther, who had travelled into every remote country on earth in search of natural and unadulterated oils, who had seen and studied plants as they grew and distillation methods as practiced by the unskilled and the untrained. No man of our times—nay, of any times—had studied more intimately, more thoroughly, the production of essential oils. And here was Dr. Naves, who had turned his brilliant and skeptical mind upon these oils, in order to unravel the enigmas therein sealed by nature. On the platform were two men, one of whom had an unparalleled knowledge and experience in the manufacture of the oils, and the other in the understanding and reproduction of their constituents.

Traveling Factor Demonstrator Leaves for Canada, Alaska

Miss Maria Luisa Huarte, world-traveling Max Factor make-up demonstrator and lecturer, is making a three-months' tour of Canada.

Dr. Yves-Rene Naves Lectures to French Groups

Dr. Yves-Rene Naves, recipient of the 1952 A.C.S. Fritzsche award lectured before the American Section of the Societe de Chimie Industrielle and the French Engineers in the United States under the auspices of the Cultural Counselor to the French Embassy in

New York March 20. The subject of his lecture, given in French, was the influence of chemistry on the development of raw materials for perfumery. He was introduced by Philip Cortney, president of Coty Inc. and also president of the French Engineers in the United States. Pierre Bouillette welcomed the guests and acted as master of ceremonies. The meeting was well attended.

Dr. Farkas Speaks on Hydrocarbon Oxidation at ASECP Meet

"Oxidation of the Hydrocarbons" was the topic of the lecture by Dr. Adalbert Farkas, Allied Chemical and Dye Corp., at the American Society of European Chemists and Pharmacists meeting on March 13 at the Master Hotel Restaurant. The lecture was preceded by a subscription dinner in honor of the speaker.

Robert Gair Co. Buys American Coating Mills Div.

American Coating Mills Div. of Owens-Illinois Glass Co. has been acquired by the Robert Gair Co. Sales of the division in 1951 exceeded 20 million dollars. The business will be carried on under the name of the American Coating Mills Corp.

O.P.S., Tube Committee Consider Price Adjustment

Members of the Collapsible Tube Industry Advisory Committee met recently with O.P.S. officials to discuss proposed industry-wide price adjustment ratios. These would be used instead of permissible individual price adjustments provided under the general manufacturers' ceiling price regulation 22.

The committee consists of the following members: Harold Bethge, Victor Metal Products Corp., Brooklyn, N. Y.; M. K. Dresden, A. H. Wirz, Inc., Chester, Penn.; Wm. Erhard, Globe Collapsible Tube Corp., Long Island City, N. Y.; J. H. Heideger, Standard Collapsible Tube Co., Rochester, Penn.; Wm. C. Huntoon, National Collapsible Tube Co., Providence, R. I.; Chas. Kleinbeck, Atlantic Mfg. Co., Newark, N. J.; Seth G. Malby, Aluminum Co. of America, Edgewater, N. J.; A. W. Paull, Jr., Wheeling Stamping Co., Wheeling, W. Va.; Fred. Remington, Peerless Tube Co., Bloomfield, N. J.; Werner Rentschler, Art Tube Co., Inc., Irvington, N. J.; S. M. Rumbough, Jr., Metal Container Corp., Hoboken, N. J.; R. Smith Schenck, Sun

Tube Corp., Hillside, N. J.; L. T. Sheffield, The Sheffield Tube Corp., New London, Conn.; J. C. Stainer, Atlas Collapsible Tube Corp., Long Island City, N. Y.; and J. E. Turner, Jr., J. S. Turner White Metal Co., New Brunswick, N. J.

S. H. Mayer, Mem President, Returns from Vienna Visit

Stephen H. Mayer, president of Mem Co., Inc. has returned from



S. H. Mayer with Viennese executives

Vienna, Austria, where he inspected the firm's soap and toiletries factory. The plant is currently turning out hand-painted castile children's and novelty soaps for the U.S. market.

T.G.A. Issues Butyl Stearate Standard

The Toilet Goods Assn. has issued standard 39 for butyl stearate.

S.C.C. May 15 Meeting to Feature Technical Papers

The spring meeting of the Society of Cosmetic Chemists will be held on Thursday, May 15, at the Biltmore Hotel, New York, N. Y. Technical papers on the following subjects will be presented: Evaluating Sensory Reactions in Numbers Instead of in Adjectives; Toxicity of a New Permanent Hair Wave Neutralizer; Tracer Chemistry Pertaining to Topical Ointments; Modern Methods of Scar Removal; Loss of Hair and its Regeneration by Use of Certain Chemicals.

The date of the December convention has been changed from December 4 to December 11.

Chemical Works Boechout Changes Its Name

N. V. Chemical Works Boechout has changed its name to N. V. Sluys Boechout to link the name of the founder with the community where it was established, Boechout, Belgium. The name of the associated company in the Netherlands has been changed to N. V. Sluys Roosendaal and the name of the American company has been changed to Sluys Rockford Inc.



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25 Years with Naarden, Two Department Heads Honored

Two prominent members of the N. V. Chemische Fabriek "Naarden", J. van Paasschen, head of several departments, including pur-

nel manager. H. S. Cottrell has been appointed sales promotion and advertising manager. Frank Grilli has been named manager of the chemical department, J. P. Kesling has been appointed manager of the products development



J. van Paasschen (right) reminisces as A. H. Ruys toasts to the future of Naarden.

chasing, and A. H. Ruys, head of the research department, observed the 25th anniversary of their connection with the concern on March 14. A reception was held in their honor.

Roux Sued for Alleged Anti-Trust Law Violations

Godefroy Mfg. Co., St. Louis, maker of TRESemme Shampoo Tint, has filed suit in the Federal Court for the Southern District of New York against Roux Distributing Co., Inc. and its individual principals, George Kremer and George Kremer, Jr. The Godefroy company charges Roux with violating the federal anti-trust laws and damaging the plaintiff with unfair trade practices. Damages amounting to \$400,000, including punitive damages for alleged violations of the anti-trust laws are demanded, together with an injunction against the continuation of the alleged practices.

F.D.A. Requests \$112,000 for Cosmetic Work

The F.D.A. is requesting \$112,000 as its 1953 cosmetic work budget for the fiscal year starting July 1, the same amount it was granted by Congress for the current year.

Innis Speiden, Inc. Makes Nine Personnel Changes

Innis Speiden, Inc., New York, N.Y., has made nine personnel changes. Frank T. Shanahan has been made assistant to the vice president and general manager. He retains his position as person-

nel manager. J. E. Wolke has been assigned to outside sales duties. L. W. MacKenzie has been transferred from the Boston sales office to the New York sales staff. J. A. Schade has been made coordinator of sales and production of gums and waxes. E. D. Baumeister has been made superintendent of the company's Jersey City plant. William P. Landgrebe has been named manager of the Cleveland branch office.

Court Holds Buyer Responsible for Price Discrimination

The Seventh U.S. Court of Appeals has upheld a F.T.C. charge against Automatic Canteen for inducing and receiving a net price from sellers known to the buyer to be below the price for other customers. The case was based on the Robinson-Patman Price Discrimination Act, which makes it unlawful for any buyer knowingly to induce or receive an illegal price discrimination.

N. Y. Board of Trade Section Backs McGuire Fair Trade Bill

The drug, chemical and allied trades section of the New York Board of Trade voted at an executive meeting to support H.R. 5767, the McGuire bill which intends to restore fair trade to its pre-Schwegmann case status.

The U.S. Senate select committee on small business, in its annual report, also stressed the importance of fair trade to the nation's small business economy, the consumers, and the manufacturers of branded products.

Mich. Chemical and Allied Industries Assn. Sets 1952 Golf Meets

The 1952 golf schedule of the Chemical & Allied Industries Assn. of Mich. has been tentatively arranged. It includes the following events: May 27, Meadowbrook Country Club; June 24, Birmingham Country Club; July 29, Orchard Lake Country Club; August 26, Pine Lake Country Club; and September 23, Lakepointe Country Club.

The Detroit Lions film "Highlights of the 1951 Season" was featured at the March 31 meeting at the Detroit-Leland Hotel.

Electrolysis Students Hear Skin & Hair Lecture Series

A series of planned lectures in the histology and problems of skin and hair by a New York dermatologist was initiated in March at the Kree Institute of Electrolysis in New York City where instruction is given in the art of permanently removing superfluous hair. Dr. Irwin I. Lubowe, is lecturing to Kree students on the following subjects: Anatomy and physiology of skin; how the skin heals after Galvanic and Short-Wave Electrolysis treatment; how to detect skin diseases which should not be treated by Electrolysis; why non-professionals should not remove moles, warts and other skin growths; and how to improve dry and oily skin.

His new series of lectures on Monday nights will supplement those of Dr. Herman H. Rubin, endocrine specialist, who has been lecturing regularly at the Kree Institute. Dr. Lubowe will also consult with students on solving skin and hair problems.

Robert Gair Co. Operates New Teterboro, N. J., Factory

Robert Gair Co., Inc., New York, has started operations in its recently completed container plant at Teterboro, N. J. It will service corrugated box users in Northern New Jersey and the New York metropolitan area.

Bemiss-Jason Executives Buy Raisin-Thiebaut Box Firm

Joint purchase of Raisin-Thiebaut, Inc., has been announced by two executives of the Bemiss-Jason Co. of San Francisco. Buyers are R. P. Bemiss and W. E. Jason, president and vice president, respectively, of Bemiss-Jason, supplier of corrugated paper specialties.

Colgate's 1951 Sales Set A New Peak, But Net Drops

While domestic and world-wide sales of Colgate-Palmolive-Peet Co. set a net record \$346,485,000 in 1951, income dropped from \$15,737,000 to \$6,249,000, according to president E. H. Little in the annual stockholders report. The drop in profits was ascribed to reduced inventory value due to the drop in fat and oil prices, the \$2,500,000 Kansas City flood loss, and higher taxes and costs of goods and services.

P. N. Wiemer, Jr. Buys Taylor Greenwald Co., Sales Agents

The Taylor Greenwald Co. of Cincinnati (Norwood), Ohio, sales agents in Ohio and Indiana for several large chemical and raw material manufacturers, has been purchased by Paul N. Wiemer, Jr. The company was formerly owned by Taylor Greenwald who passed away January 14. Previous to January 1, it was known as The Greenwald-Bertemes Co.

Mr. Wiemer is from Omaha, Nebraska, and has been associated with U. S. Industrial Chemicals Co. in Cincinnati the past fifteen years and prior to that was with De Mert & Dougherty, Inc. in Chicago. He is a 1933 graduate of the University of Wisconsin and served as a major in the Air Force at Wright Field and the South Pacific during World War II. He is a director of the Cincinnati Drug & Chemical Assoc. and vice-president of the Cincinnati Paint Golf Club.

10 Percent, Cost-of-living Formulae Apply to Commissions

War Stabilization Board General Regulation 20 permits either the 10 per cent or cost-of-living formulae to be applied to employees paid in whole or in part by commission.

N.B.B.M.A. Admits Three New Members

Coty, Inc., Glo-Rnz, Inc. and Winco Associates, Inc. have been admitted to active membership in the National Beauty and Barber Mfrs. Assn.

Chicago S.C.C. Holds Ladies' Night, Features Charm Expert

The April meeting of the Chicago chapter of the Society of Cosmetic Chemists will be Ladies' Night, with wives, members and guests invited

to attend. Miss Celeste Carlyle, style, beauty and charm consultant, will speak on "Props for Your Poise." Miss Carlyle, who is noted for her articles, radio and television programs, has trained airline stew-



Miss Celeste Carlyle

ardesses and telephone personnel. The meeting will be held Tuesday, April 29 in Henrici's Restaurant in the Merchandise Mart.

F.D.A. Head: Require Testing Before Marketing Cosmetics

Pre-testing of new cosmetic ingredients or preparations before they are marketed was recommended by F.D.A. chief Charles W. Crawford, testifying before the House Select Committee, now investigating the use of chemicals in foods and cosmetics. Mr. Crawford proposed that the Food, Drug and Cosmetic Act be so amended as to require such pre-testing procedures and a listing of all ingredients on a preparation's label, and to modify the present exemption permitting sale of coal tar dyes under certain conditions.

The committee, which adjourned early in March, is expected to present its report late this month.

Distributor Agrees to Stop Disguising Products' Origin

Under a stipulation with the F.T.C., a perfume and cologne distributor has agreed to stop presenting that its products are manufactured in Hawaii or the Pacific Islands, or are made from ingredients imported from those territories, when contrary to the facts. The distributor has also agreed to cease using words which connote that such products are manufactured there and, when using brand names which might mislead the public in a similar manner, to clearly disclose their domestic origin.

Fragrance Foundation to Elect Officers at April 24 Meeting

New officers and director will be elected at the third annual meeting of the Fragrance Foundation on Thursday, April 24 in the Pierre Hotel, New York, N.Y. President Samuel Rubin, of Faberge Perfumes, will give an annual report followed by reports of treasurer Frazer Sinclair of Beauty Fashion and executive director Miriam Gibson French.

Tests Indicate Ammoniated Dentifrices Cut Tooth Decay

Two research projects indicate that the use of the high urea type of dentifrice might cut the incidence of dental caries.

One study, conducted by New York dentists Drs. William Lefkowitz and Vincent I. Venti, is a preliminary report of the findings of a three-year experiment, now half-way completed. Employing 217 children of the Graham School, Yonkers, N. Y., caries incidence was reduced 60 per cent, compared to the control group, in previously noncarious permanent teeth. "The caries reduction in all teeth, both deciduous and permanent and carious and noncarious, varied between 50 per cent and 60 per cent," according to the report.

Drs. Chester J. Henschel and Leon Lieber of the Eastern Graduate Research Foundation found that cavity reduction of 110 adult patients was 43.6 per cent, compared with a control group of 75 patients, during the four year test period. Compared with its own pre-test period, the group's reduction was 44.1 per cent.

Bymart-Tintair Centralizes Offices at Newark Factory

General offices of Bymart-Tintair, Inc., are being centralized at the firm's recently enlarged factory at 250 Hillside Ave., Newark, N.J. Principal sales, merchandising, advertising, promotion and incoming order departments have been moved from New York, N.Y., to the six-story 80,000 square foot Newark plant.

Factor Hollywood Warehouse Hit by \$250,000 Fire

Fire, raging through the Max Factor & Co. warehouse at 927 No. Sycamore Ave., Hollywood, Cal. caused damage tentatively estimated at \$250,000. The cause of the fire was undetermined.

**P. E. Roehrich, E. J. Moore
To Represent Esco-Foster**

Paul E. Roehrich and Eugene J. Moore, president and vice-president of the Richford Corp., 251



Eugene J. Moore



Paul E. Roehrich

the Richford Corp., is entering the field with its own lines of brass and aluminum closures. Mr. Roehrich and Mr. Moore will also conduct the sales efforts for this firm.

The Richford Corp., which is

Fourth Ave., New York, N.Y., have been appointed Eastern sales representatives for the new firm Esco-Foster. This concern recently purchased Theodore W. Foster & Bro. Co., Providence, R.I.

Closures, Inc. Waterbury, Conn., formerly an exclusive supplier to

not connected with either Esco-Foster or Closures, Inc., will continue to serve the trade with its lines of trade-marked packaging specialty items: "Spillproof" perfume flacons, "Touch-N-Flo" purse dispensers, and "Push-Up" stick cologne containers.

**A.M.A. Conference to Feature
New Merchandising Methods**

New wrinkles in the merchandising aspects of consumer packaging, including the trend to packaging for self-service, pre-testing package design for consumer acceptance, and retailer evaluation of consumer package design and construction, are among the features of the program for the forthcoming A.M.A. National Packaging Conference, sponsor of the event. The conference will be held in Atlantic City, April 1-3, in conjunction with the 21st A.M.A. National Packaging Exposition, to be on view April 1-4. Both events will be held at the public auditorium.

**Commerce Department Issues
Revised Procurement Manual**

A revised edition of the Government Procurement Manual, covering the procurement activities of all major military and civilian agencies, has been issued.

**Cosmetic Castor Oil Quota
Unchanged Until July**

Castor oil consumption for toiletries and cosmetics will continue to be limited in the second quarter of 1952 to 30 per cent of such consumption in the last quarter of 1950.

**Plants Contribution to Cosmetics
Subject of ASP Lecture**

Miss Florence Wall spoke on "The Contribution of Plants to Cosmetics" at the March 19 meeting of the American Society of Perfumers, Inc.

**Survey Indicates Importance
of Toiletries Home Sales**

House-to-house sales of shampoos, hand lotions, face creams, and powders represented 10 to 20 per cent of the total dollar volume for the items in the final quarter of 1951, according to Sam G. Barton, president of Industrial Surveys.

Speaking at the Affiliated Drug Stores' spring convention in New York, he asserted that in three of the four cases the dollar volume of house-to-house sales equaled or exceeded the combined totals of the variety, syndicate and food stores. Other toiletries items surveyed were dentifrices and home waves.

**Increase in Castor Bean Crop
Made Possible by Research**

Improved varieties, planting practices, and machinery coming out of castor bean research will aid growers to cultivate 200,000 acres, the goal set for 1952, according to plant scientists of the U.S. Dept. of Agriculture.

**Reck Urges Delaney Committee
to Accept Filed Statements**

Insertion into the records of the Delaney Committee hearings of filed statements of those who have not appeared in person as witnesses before the committee's hearings into the use of chemicals in foods and cosmetics has been urged in a letter by Jacob Reck, executive vice-president of the National Beauty and Barber Mfrs. Assn. Addressed to Rep. James J. Delaney, chairman of the committee, it points out that if the statement of Dr. Dan Dahle of Bristol Myers Co. and formerly Chief of the Cosmetic Division of the F.D.A. were not inserted into the record, neither should be statement of Dr. T. R. Stormont, secretary, Committee on Cosmetics of the A.M.A., since neither were available for cross-examination.

**Noted Chemist Addresses
Record CIBS Meeting**

William A. Poucher, chief perfumer, Yardley & Co. Ltd., London, England, gave an interesting talk on his travels at the March 13 meeting of the CIBS at Toot Shor's, New York, N.Y. The meeting was well attended.

**Coty Sponsors Tour to Bring
French Youth Views to U.S.**

Miss San Souci, 21-year old student who was treated by Coty to a six-months' study at Sorbonne University, is now touring the United States and Canada, under Coty-sponsorship, to bring the point of view of French youth to American school groups. Hailing from Woonsocket, R. I., she is the daughter of a French-Canadian born newspaper publisher.

**Heyden Chemical Corp. Starts
Neomycin Production**

Neomycin, the antibiotic which research has proven effective in treating infections of the skin, eyes, ears, nose and gastro-intestinal tract, now is being produced in commercial quantities by Heyden Chemical Corp.'s Antibiotic Division.

Heyden's Princeton, N. J., Antibiotic Division has been a pioneer in the commercial development of Neomycin which was discovered by Dr. Selman Waksman and Dr. Hubert A. Lachevalier of the New Jersey Agricultural Experiment Station, Rutgers University in 1949.

Breck, Inc. Opens Chicago Office for Central States

John H. Breck, Inc. has opened a new Chicago sales office under Lloyd Hayes to handle shipment of orders to 16 central states. A new corporation, Cosmetics Distributing Co., 1500 Southwestern Ave., Chicago, Ill., has been formed to handle such shipments.

Scottish Firm Uses Bonuses for Retail Displays, Reorders

A display bonus scheme used by a Scottish toiletries firm provides for a small bonus for retailers who keep the product on display. Another method, employed by the same firm, entails giving a second bonus on price of the product for every reorder. Both schemes are said to work profitably.

Rubinstein Opens New Washington Salon

Helena Rubinstein has opened a new Washington Salon at 1752 M St., N.W., under the managership of Miss Jean Marbeau. The occasion was marked with a reception, featuring a ballet, on March 18. Miss Mala Rubinstein, niece of



Rubinstein's Michel and Mrs. G. Neilson

Helena Rubinstein and director of the concern's salons, was host.

N.P.A. Considers Self-Authorization of Controlled Materials

N.P.A. is now considering a plan whereby manufacturers of civilian items would self-authorize controlled materials without filing CMP-4B applications. The manufacturer would compute his quarterly allocation, which would be a N.P.A.-determined percentage of base period consumption.

Chanel, Guerlain, and Lanvin Enter Infringement Suits

Chanel, Inc., Guerlain, Inc., and Lanvin Perfumes, Inc. recently filed infringement suits in the Chicago federal district court against Exclusive Import Co., Exclusive Play Card Co., and president Harry Cohn, and Federal Silver Corp. They were accused of selling imitations and reproductions of the plaintiff's perfumes.

Paris Fair to be Held May 17-June 2

The Foire de Paris will be held May 17-June 2 the French Chamber of Commerce has announced. Perfume will be included in the exhibits. New tourist air rates to France are expected to stimulate attendance at the fair.

Columbia University Alumni to Present Award to C. W. Ballard

Charles W. Ballard, retiring dean of the College of Pharmacy, Columbia University, will be presented with the 1952 Alumni Award for his 45 years of service to the college. The ceremony will take place on May 4 at the Hotel Astor, New York, N. Y.



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National Beauty Trades Show September 8-10 in New York

Arrangements have been completed to hold the 1952 National Beauty Trades Show, jointly sponsored by the N.B.B.M.A. and the N.H.C.A., on September 8, 9, and 10 at the Hotel Statler, New York.

Merchants Export-Import Co. Moves Office, Warehouse

Merchants Export-Import Co. has moved its office and warehouse to 339 E. 162nd St., New York.

Reheis Co., Inc. Opens A New Organic Chemicals Division

The Reheis Co., Inc., Berkeley Heights, N.J., has opened a new organic chemical division.

According to president Daniel H. Reheis, the new division is now producing the vegetable enzymes tyrosinase, ascorbic acid oxidase, and invertase. These enzymes are currently available in research quantities.

Manufacturing facilities are being expanded to meet commercial requirements as they arise, and new personnel is being added to carry



P. M. Brown, Jr.

out the program. P. M. Brown, Jr., research chemist, will head the new division.

Among Our Friends

LOUIS HOFF has been appointed sales manager of the Soap Division of Packers Tar Soap Co., Mystic, Conn.

J. S. ALGEO, vice president and general sales manager of Hazel-Atlas Glass Co. has announced the appointment of E. P. WESTWOOD as head of the Pittsburgh district sales office. He has been with the

company since 1918 and assumed his new duties April 1.

I. R. HOLLENBERG for the past three years executive vice president and general manager of Van Dyk & Co., Belleville, N. J. has been elected president of the company. He joined the company as a chemist in 1935 and has done considerable research and development work in the field of cosmetic raw materials and has written several papers and presented many before technical associations. During the war he was responsible for the company's production of ordnance material. Mr. Hollenberg is also executive vice president and general manager of Van Dyk's affiliate, Summit Chemical Products Corp., producer of ammonium thioglycolate.

PHILIP CHALEYER, head of the company which bears his name, is recuperating from a heart attack in the French hospital, New York, N. Y.

WALTER STIENEN, director of F. Wolff & Sohn, Karlsruhe, Germany, one of the oldest and largest cosmetic manufacturing concerns on the continent, is visiting the trade in the United States.

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LABORATORY DATA

AMERCHOL

STEROL PRODUCTS

AMERICAN CHOLESTEROL PRODUCTS
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MILLTOWN, NEW JERSEY

WILLIAM A. SCHNELL, sales director for 40 years with Link Belt Co., is now on the sales staff of Consolidated Products, Co., Inc., 15 Park Row, New York, N.Y.

J. H. MCNASH, BRUCE H. SEABRIGHT, and WALTER H. MCCLURE were re-elected directors of the Hazel-Atlas Glass Co., Wheeling, W. Va., at the annual meeting of stockholders on March 25.

O. L. WHITWORTH has been appointed Texas sales representative for Allen B. Wrisley Co., replacing JACK BREIT, who has retired. ROY WILLIAMS has been appointed Southeastern sales representative.

JACOB MANHEIMER, associated with the essential oil business for over 75 years, sailed March 12 on the *Constitution* for a month's stay abroad. He will visit London, Paris, and other places.

CHARLES B. CHRYSTAL, founder and president of Charles B. Chrystal Co. Inc., will celebrate his 55th anniversary as head of the company this coming October. During the entire 55 years he has been

president, and while he is taking it a little easy at present, he is still very active in the business. The company of which he is head is now erecting a new warehouse in Jersey City, N.J. which will double the capacity of the present warehouse.

HERBERT SOMMER, Prince Matchabelli, Inc. perfume chemist and production manager, and his wife recount their experiences and impressions during their European tour in a pamphlet entitled *Date-line: Europe 1951*.

MAURICE LEVY, president of Mauvel, Ltd., has been elected president of the Perfumery Importers Assn., to succeed his late brother, B. E. Levy.

DR. ERNEST MANGOLD has joined the research staff of Darby Food Corp., a division of Arrow Labs., Inc.

MISS MALA RUBINSTEIN, niece of HELENA RUBINSTEIN, will address the wives of the N. J. Mfrs. Assn. in Atlantic City, N. J., on May 3. Her subject will be "You Can Look Younger Than Ever."

MISS ANNA LEVY, cosmetics buyer for Hecht Bros., Baltimore, has taken a six months' leave of absence.

MAURICE G. COUDERCHET has joined the organization of Charabot & Cie, Grasse, France, which recently changed hands. Due to the poor health of M. Klaguine, the former owner the company has not been very active in the past few years. M. Klaguine is reported to have died February 29. The new company is reported to be well financed and plans to resume its activities in all parts of the world, particularly in the United States.

ALBERT E. WILLMS, sales engineer with Whittaker, Clark & Daniels, Inc., New York, N. Y., is recovering from his recent operation and is expected to be back at work shortly.

WILLIAM H. ROBERTS, JR. has been elected vice-president in charge of operation by the Glyco Products Co., Inc.

P. C. MAGNUS, president of Magnus, Mabee and Reynard, Inc., served as chairman and toastmaster

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of the Girls' Town, Inc. dedication dinner on March 13 at the Waldorf-Astoria Hotel, New York, N.Y.

JOHN P. COE, vice-president and general manager of the Naugatuck Chemical Division, U.S. Rubber Co., has received the 1952 honor award of the Commercial Chemical Development Assn. JAMES G. PARK, Enjay Co., Inc., served as panel member at the society's recent annual open meeting. LESTER E. JOHNSON, U. S. Industrial Chemicals Co., has been elected an officer of the organization.

J. PAUL FOLSOM has given up his post as chief of the O.P.S. Drug and Cosmetic branch and is active again as general sales manager of Lederle Labs. MAURICE ASH, Merck & Co., has replaced him temporarily in the O.P.S. post.

LEON H. LEVI, secretary of Max Factor & Co., is abroad inspecting British and European operations of the firm, and discussing 1952-1953 production and merchandising plans with the company's distributors and officers of its branches.

ELMER G. STILLWAGGON has been promoted to managership of the export department of Whitaker, Clark & Daniels, Inc., suc-



Elmer G. Stillwaggon

ceeding LOUIS STORCH, who has been appointed import manager.

Obituary

Ernest H. Christensen

Ernest H. Christensen, 58, production manager of J. R. Watkins Co., Newark, N.J., died March 11 at his home in Scotch Plains, N.J. He had been associated with the firm for 26 years.

Walter Fretz

Walter Fretz who had been associated with Dodge & Olcott Inc., died March 5 following an illness of about three weeks at home. He was well known in the industry with which he had been associated for many years.

He began his selling experience with the Moore Push Pin Co. of Philadelphia, traveling over most of the United States and Canada. Then for quite a number of years both before and after service in World War I he was connected with the Joseph Burnett Co. representing it at various periods in New York, Philadelphia and Chicago. In World War I he served in a machine gun battalion in the 37th division in France as a non-commissioned officer. In 1938 he joined Dodge & Olcott Inc.

He was a member of the BIMS and his favorite recreations were golf, swimming and photography. He is survived by his wife, two daughters and a son all of whom are married; three grandsons, three sisters and two brothers. He will be greatly missed by his family, friends and business associates for his genial spirit will linger long in the memory of all who knew him.

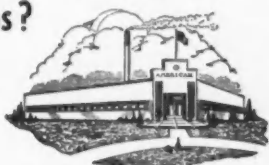
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Emulsion Technology—a symposium	6.50
The Essential Oils (Guenther) Vol. I	6.50
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The Essential Oils (Guenther) Vol. III	12.00
The Essential Oils (Guenther) Vol. IV	12.00
The Essential Oils (Guenther) Vol. V	9.75
Flavor (Crocker)	4.00
Fundamentals of Detergency (Nevin)	6.50
Hanley's 20th Century Book of Formulas, Processes & Trade Secrets	4.00
How to Make and Use a Small Chemical Laboratory	1.00
Introduction to Emulsions (Sutheim)	4.75
The Law of Foods, Drugs & Cosmetics (Toulmin) One large volume, 1460 pages	17.50
Manual of Essence Industry. (Walter)	8.00
Modern Cosmeticology (Harry)	12.00
Modern Cosmetics (Thomssen)	8.00
Natural Perfume Materials (Naves and Mazuyer) ..	7.50
Perfumery Synthetic Isolates—Paul Z. Bedoukian Ph.D.	8.50
Perfumes, Cosmetics & Soaps (Poucher) Vol. I Raw Materials Dictionary	10.00
II Production of Perfumes	10.00
III Treatise on Cosmetics	8.00
Perfumes & Spices (Verrill)	3.75
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Science & Art of Perfumery (Sagariin)	4.00
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Market Report

Raw Material Prices Still Slipping

THE downward price trend that developed some months ago carried a number of raw materials used in soaps, cosmetics, flavoring materials, perfumes and several other finished products to new low levels. Another reduction, the third this year, brought refined glycerin prices down to the 1950 level. Brazilian menthol dropped to a level where it hadn't been for several years, and such items as citronella oil, lemongrass, gum rosin and Mexican vanilla bean showed further losses.

Third Drop in Three Months

The first reduction in refined glycerin occurred January 16, the second decline, February 14, and the latest one on March 8. The new and lower quotations are fully 20¼ cents a pound below the prices in force at the beginning of the year.

While some glycerin refiners had been more or less expecting further declines, latest official figures placed January consumption at the highest level since May, 1951 or 19,230,000 pounds. The latest reduction in natural refined glycerin was immediately followed by a cut of 5 cents a pound in synthetic material to 33½ cents a pound, delivered in tank cars in contrast to 42½ cents a pound f.o.b., Texas quoted at the beginning of the year.

Despite the series of reductions, the outlook in the glycerin market continues to be rather clouded, in the face of generally reduced demands and increasing stocks.

Guatemalan Citronella Declines

Trade in citronella oil showed no signs of picking up but, according to a report by The Essential Oil Producers Assn. of Guatemala, the drastic declines that have taken place in the Java type over the past

seven months should cause a marked reduction in production of this oil in the primary centers during 1952. Estimates from the Guatemalan Assn. of Essential Oil Producers indicate a 40 per cent decline in production from the 1951 output of 1,365,000 pounds.

The Formosan situation is said to be basically different from the Guatemalan, yet the similar factors which do exist are likely to affect citronella oil production. It is estimated that this year's production in Formosa will be cut to 1,500,000 pounds.

Bourbon Vanilla at Lowest Level

Bourbon vanilla beans continued at the lowest price level in many years while the Mexican varieties moved downward because of new crop influences. New crop Mexican cut vanilla beans were being offered at only slightly above \$3 a pound at Laredo, Texas. While crops of both Bourbon and Mexican beans are expected to fall below the totals of last year, an absence of a sustaining demand has served to keep the local market in an unsettled position. With seasonal influences at work, consumption of finished products in which vanilla beans are used should improve. This in turn could bring about a livelier replacement demand for the account of extract manufacturers.

In the aromatic chemical group eugenol and other items, dependent upon an uninterrupted flow of clove spice, displayed real strength. Manufacture of some aromatics had to be cut back because of the shortage and high costs of the spice. Citral, citronellol and several other chemicals reflected the downward trend in citronella prices.

Due to further declines over the past month. Brazilian menthol is

available at below \$7 a pound—or the lowest level in the past several years. While the Chinese or Japanese has maintained a premium of \$1 a pound over the Brazilian material during the extended period of the downward trend, both Far Eastern varieties moved downward in sympathy with the Brazilian material. Despite the steady downward trend in menthol prices for over a year, the immediate outlook continues highly clouded. Unsold lots of Chinese or Japanese menthol are getting down to a low level. In view of the present trade relations status with China there appears to be little hope of obtaining replacements from that country. Meanwhile, offerings from Japan have been very light and at prices few importers have been able to pay in the light of a declining market here. Much speculation exists regarding the size of consumer stocks, since the mild winter has undoubtedly served to have an adverse influence upon consumption.

Castor Oil Down

Among the vegetable oils all grades of castor oil were reduced 1¼ cents a pound because of the continued influence of Brazilian and Indian imported materials. The steady flow of these imported oils injected a weaker undertone to the market. Tallow and greases moved irregularly at prices well below the levels in force earlier in the year. The demand for tallow and greases was generally restricted with most of the larger soapers being content to remain on the sidelines.

More citric acid is available in the market but, with seasonal influences at work, makers are looking forward to a gradual broadening in activity.

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All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	3.25@	4.25	Java	1.10@	1.25	Marjoram	4.35@	4.60
Sweet True58@	.85	Java type70@	1.00	Neroli		
Apricot Kernel50@	.65	Cloves, Zanzibar	5.00@	5.25	Haitian	90.00@	110.00
Amyris	1.65@	2.25	Madagascar	5.20@	5.65	French	180.00@	192.00
Angelica Root	125.00@	155.00	Copaiba	2.50@	3.00	Nutmeg, East Indian	4.35@	5.50
Anise, U.S.P.	1.65@	2.00	Coriander	24.00@	28.00	Ocotea Cymbarum78@	.85
Aspic (spike) Span	1.85@	2.50	Croton	4.85@	5.40	Olibanum	5.75@	7.50
Avocado	1.00@	1.10	Cumin	5.15@	7.00	Opopanax	45.00@	48.00
Bay	1.65@	2.10	Dill—			Orange, Florida	2.00@	2.35
Bergamot	14.80@	17.00	Weed	4.00@	4.50	Brazilian	1.50	Nom'l
Artificial	3.00@	4.25	Seed	6.25	Nom'l	Calif., exp.	1.80@	2.75
Birchtar, crude	1.25@	1.35	Erigeron	6.50@	7.00	Distilled	1.10@	
Birchtar, rectified	2.50@	3.00	Eucalyptus 80-85%	1.30@	1.55	Origanum, rectified	2.25@	3.00
Boise de Rose	4.20@	.60	70-75%	1.00@	1.50	Orris Root, abs. (oz.)	65.00@	70.00
Cajeput U.S.P.	2.15@	2.50	Fennel, Sweet	2.70@	3.20	Artificial	36.00	Nom'l
Cajeput (technical)	1.80@	2.00	Garlic (oz.)	6.50@	7.00	Patchouli	8.00@	12.00
Calamus	20.00@	25.00	Grapefruit	2.35@	2.65	Pennyroyal, Amer.	4.10	Nom'l
Camphor "White"28@	.50	Geranium, Rose, Algerian	16.50@	25.00	European	3.00@	4.25
Cananga, native	10.00@	10.80	Bourbon	12.50@	22.00	Peppermint natural	7.15@	7.35
Rectified	12.00@	13.10	Turkish	7.00@	7.75	Redistilled	7.65@	7.80
Caraway	4.05@	5.10	Ginger	16.85@	20.00	Petitgrain	3.15@	3.75
Cardamon	50.00@	62.50	Guaiac (Wood)	1.75@	2.00	Pimento, Berry	4.80@	5.50
Cascarillo	40.00@	48.00	Hemlock	2.25@	2.80	Leaf	2.55@	3.00
Cassia, rectified, U.S.P. ..	5.00@	5.75	Juniper Berry	2.50@	3.40	Pinus Sylvestris	3.00@	3.50
Cedar leaf U.S.P.	2.35@	3.50	Laurel leaf	10.00@	12.00	Pumilio	3.35@	3.75
Cedar Wood55@	.70	Lavandin	3.25@	4.50	Rose, Bulgaria (oz.)	42.25@	58.00
Celery	16.50@	20.00	Lavender, French 40-42%	6.65@	8.50	Synthetic, lb.	26.00@	32.00
Chamomile Hungarian ..	235.00@	300.00	Lemon, Calif.	6.00@	6.25	Rosemary, Spanish75@	1.25
Cinnamon oil, Bark	35.00@	50.00	Italian	4.50@	8.65	Sage, Spanish90@	1.85
Leaf	2.25@	3.10	Lemongrass	1.60@	2.50	Sage, Dalmatian	9.65@	12.00
Citronella, Ceylon80@	1.35	Limes, distilled	7.60@	9.25	Sandalwood, N. F.	10.00@	11.25
			Expressed	7.75@	10.00	Sassafras—		
			Linaloe wood	4.50@	4.80	Artificial75@	1.00
			Lovage (oz.)	10.00@	12.00	Snake root	31.00@	35.00
			Mace	4.00@	5.50	Spearmint	7.65@	8.00

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C 11	13.60@	14.50
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C 9	17.10@	17.30
C 10	8.35@	8.60

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Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
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Anethol	1.50@	2.50
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Anisyl Acetate	6.00@	6.75
Benzyl Acetate	.75@	.85
Benzyl Alcohol	.78@	.85
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	2.00@	2.30
Benzophenone	1.75@	2.00
Benzyl-Iso-Eugenol	9.60@	10.00
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	1.91@	2.01@
Cinnamic Alcohol	2.40@	3.50
Cinnamic Aldehyde	1.25@	1.40
Cinamyl Acetate	3.75@	4.50
Citral, C. P.	5.00@	7.00
Citronellol	2.50@	3.10
Citronellyl Acetate	4.00@	4.60
Citronellyl Butyrate	5.70@	6.35
Coumarin	2.95@	3.50
Cuminic Aldehyde	6.00	Nom'l
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Ethyl Acetate	.35@	.38
Ethyl Benzoate	.85@	.90
Ethyl Butyrate	.80@	.95

Ethyl Capronate	2.20@	3.15
Ethyl Cinnamate	2.45@	2.80
Ethyl Formate	.70@	.80
Ethyl Propionate	.90@	1.00
Ethyl Salicylate	1.00@	1.50
Ethyl Vanillin	6.75@	6.30
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Eugenol	3.50@	4.00
Geraniol, dom	1.80@	3.50
Geranyl Acetate	2.25@	3.10
Geranyl Butyrate	5.30@	6.10
Geranyl Formate	5.50@	6.25
Guaiac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.50@	3.90
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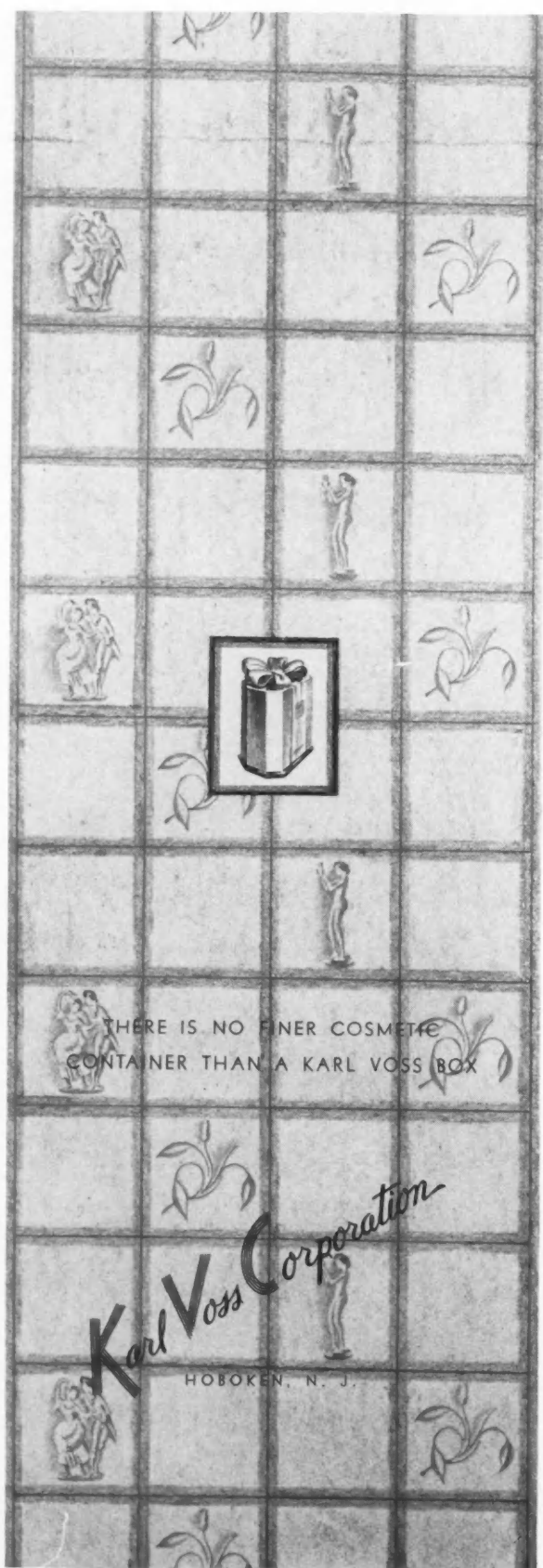
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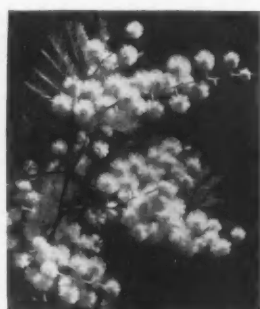
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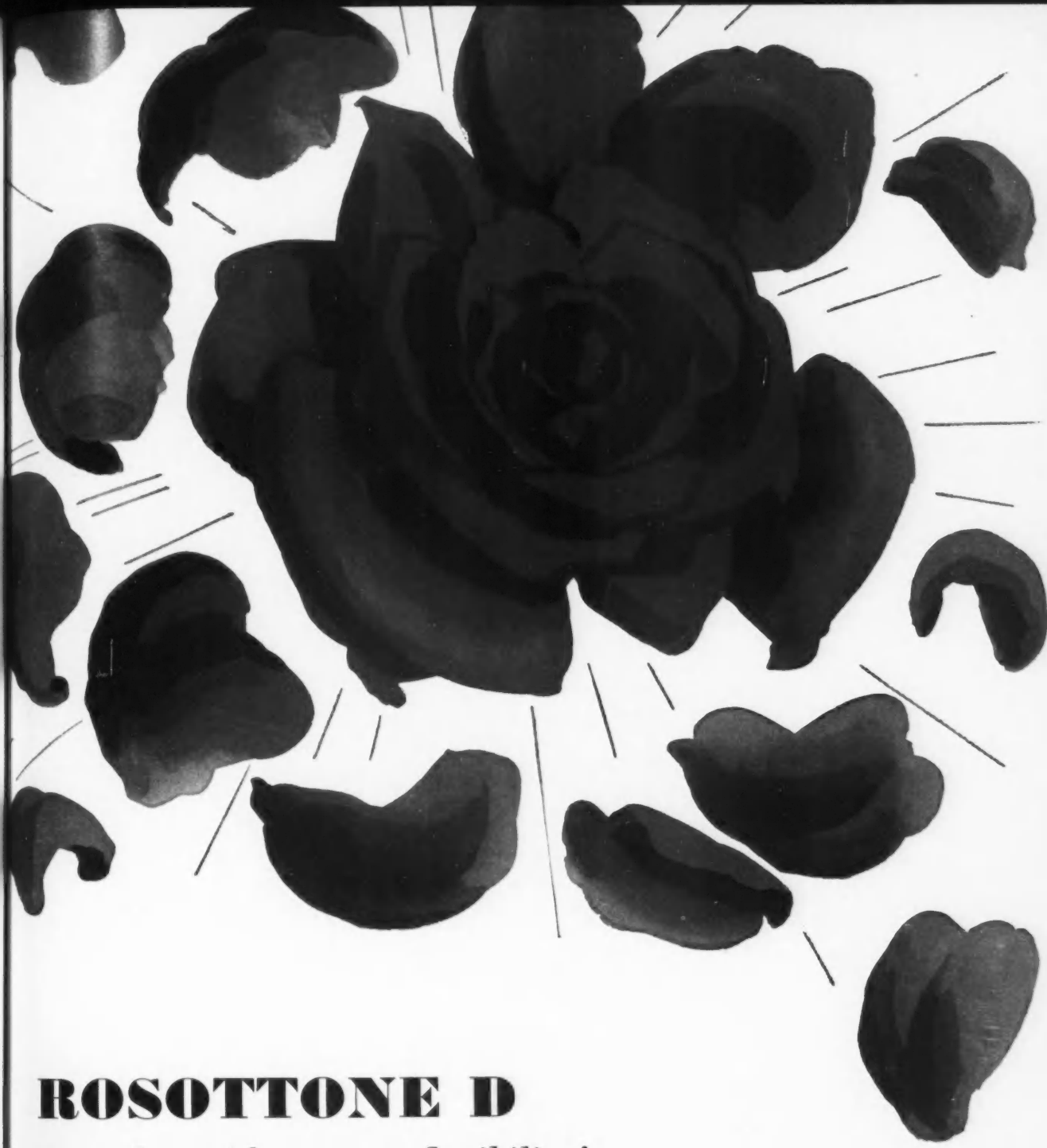
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